

Robert Essex Incubator Co.

BUFFALO N.Y. and

NEW YORK CITY



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1914 CATALOGUE
OF
Robert Essex Incubator Co.

MANUFACTURERS

of a complete and superior line of

INCUBATORS, BROODERS

THERMOMETERS

HYGROMETERS

POULTRY KEEPERS' SUPPLIES

AND HOUSES

OPERATORS OF

CHEMICAL LABORATORIES

FOR THE PRODUCTION OF ALL KINDS OF

Poultry Remedies

Disinfectants

Insecticides

PROPRIETORS OF

MODEL INCUBATOR COMPANY AND ALL ITS PATENTS

CORNELL INCUBATOR COMPANY AND ALL ITS PATENTS

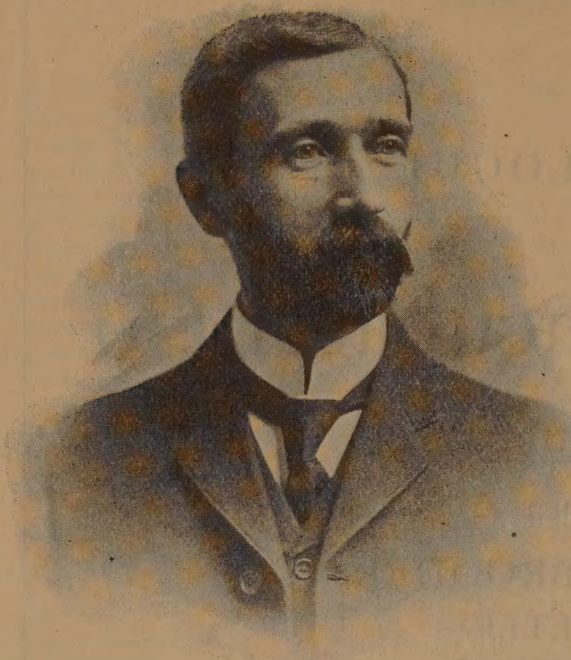
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ROBERT ESSEX INCUBATOR COMPANY

TERRACE AND HENRY STREETS

BUFFALO, N. Y.

BRANCH STORE, 87 BARCLAY ST., NEW YORK CITY



ROBERT H. ESSEX

As President and General Manager of the Robert Essex Incubator Company he purchased the Cornell Incubator Company Patents and, with the Model Incubator Company and the Robert Essex Incubator Company now operating only one factory, has greatly reduced the cost of manufacturing, so that customers are receiving the benefit of the lowest possible prices on America's Largest and Most Superior Line of Incubators and Brooders—the "Essex-Models."

AND YOU GET A SQUARE DEAL

What the Leading Poultry Journal Editors Say:

American Poultry Journal, Chicago, Ill.—James W. Bell, Editor.

"Mr. Essex' motto is: 'Be on the square and make no promises you cannot keep.' His thousands of friends know that he has lived up to this in the past and will continue to do so in the future."

Poultry Keeper, Quincy, Ill.—F. Piggot, Editor.

"Absolute reliability can be placed on Mr. Essex and his promises. We know of no one who is better qualified for his work."

Poultry, Peotone, Ill.—Miller Purvis, Editor.

"For a good many years we have known Robert H. Essex. He is a man who makes friends and keeps them. His reputation for only making promises which he can fulfill will follow him."

Inland Poultry Journal, Indianapolis, Ind.—Theo. Hewes, Editor.

"Mr. Essex can number his friends by the thousand, and this friendship has been gained by fair and honest dealing with his fellowmen."

Poultry Fancier, Sellersville, Pa.—F. W. DeLancey, Editor.

"When we survey the field to find the men responsible for the making of a billion dollar poultry industry, there is one who looms up largely and that is Robert H. Essex, the great authority on artificial incubation and brooding. Surely no man can lay claim to more practical knowledge, and more active work in the cause."

Long practice in this profession has made "Bob" Essex so many friends among poultry-keepers that he is proud of the distinction. As he says:

"My friends are the poultry-keepers.
My desire is to serve them all—faithfully."

ROBERT H. ESSEX, President of the Robert Essex Incubator Company, has been known to poultry-keepers for over Quarter of a Century. His unusual knowledge of Artificial Incubating and Brooding is of the greatest advantage to our customers. It is also a Guarantee of *Quality* in our machines. His varied experience is invaluable when it comes to the construction of a practical Hatcher; and his knowledge of poultry-keeping gained during a good part of a lifetime, is at your service. "Bob" Essex is here to help YOU. What he has done in the past is an indication of what he can do for our customers in the future; and for that reason we give you his Record:

A LIFETIME WITH POULTRY

As Breeder and Exhibitor of over 20 Varieties of Poultry Mr. Essex originated the Pedigree Strain of Buff Plymouth Rocks, and spent many years in improving egg production and market poultry.

As Farmers' Institute and University Lecturer he has been in close touch with farm life and the requirements of poultry on the farm—a most valuable experience.

As Managing Editor of Reliable Poultry Journal he acquired a further intimate knowledge of the various methods of poultry raising throughout the country.

He Has Compiled and Edited Numerous Poultry Books, including "Eggs and Egg Farms," "Poultry Houses and Fixtures," "Artificial Incubating and Brooding," "Leghorns, All Varieties," "Turkeys," "The Chick Book."

As Director and Assistant General Manager of Cyphers Incubator Company he gained several years' additional experience in the Manufacture of Incubators and Brooders.

As President and General Manager of the Model Incubator Company he continued his experiments in Artificial Incubating and Brooding.

Poultry Herald, St. Paul, Minn.—H. A. Nourse, Editor.

"Probably it is well within the truth to state that no other man in America has a more complete knowledge of the detail work of every branch of the poultry business, fancy and practical, than has Mr. Essex."

Canadian Poultry Review, Toronto, Canada.—H. B. Donovan, Editor.

"There are hundreds of 'Review people' who know Mr. R. H. Essex, and know nothing but good of him. The editor of the Review counts himself amongst them. His knowledge of 'chickens' is not theoretical."

The American Poultry World, Buffalo, N. Y.—Grant M. Curtis, Editor.

"It is known to us that Mr. Essex stands for genuine practical quality in incubators, brooders, poultry foods, etc.; therefore we are sure that all who have business dealings with the Company under his management can rely on honest values, fair treatment and prompt attention to their reasonable requests."

Poultry Husbandry, Waterville, N. Y.—D. M. Green, Editor.

"The knowledge gained from years of practical experience as a breeder, as well as from intercourse with farmers in all sections, made Mr. Essex so familiar with their requirements that when he turned his attention to the incubator business he knew exactly what they wanted. The Essex-Model Incubator is manufactured under the direction of one of the ablest experts in America, and the purchasing public can feel sure of liberal value and honest treatment at all times."

THE TRUTH ABOUT POULTRY KEEPING

A Letter from "Bob" Essex

One truth about poultry keeping is that in it, with but little money to start on, you can become independent quicker and more surely than in any other business. If I were again a wage earner, and wished to put aside a little money for a rainy day or to get into business for myself, I would do just what I did over 25 years ago—start keeping poultry on the side, attending to the chickens in my spare time; and I would put into it every cent I could spare from my earnings so as to become independent of my weekly wage as quickly as possible. I would not give up my regular work till I had gained some experience raising chickens.

That is the way I started poultry raising, and that is the way I'd start again.

Poultry raising and egg production is a never-failing, substantial business that is becoming more profitable every year. Every time beef or mutton goes up a cent, poultry and eggs follow; and the man who cannot make every hen pay over 100 per cent. on the cost of her feed these days has a very poor lot of layers, or is a bad manager. The man or woman who gets together 500 layers need have no fear of running short of bread and butter. Whether the hens bring in a profit of \$1.00 each, or \$2.00 each, or \$3.00 each annually depends more or less upon their keeper. Let me remind you that in poultry raising as in everything else, something depends upon the man—or woman. Every intelligent person who is willing to work can make money with poultry; but some can make more than others.

Here is another truth in the "hen business." It was written by Miller Purvis, well known as the Editor of "Poultry." He writes:

"Not long ago we had occasion to handle several fowls which traced back at least seven generations through incubator-hatched ancestry, and we say unhesitatingly that we never saw a lot of fowls that appeared more healthy, more vigorous, more alive and ready to dig up anybody's garden than those same hens; smooth as to plumage, bright as to combs, alert, upstanding, and ready to make money for their owner or win prizes in the show room. Since the flock was founded no new blood has been introduced; incubators have always been used exclusively, and after seven years the average of the flock in both egg production and show room quality, has been improved about 100%."

Still another truth is that those men and women who have had experience in poultry raising for profit agree totally with what Mr. Purvis says, and remembering that which cost them money to learn, they use incubators and brooders always, and so avoid the pitfalls that abound and the losses that arise when hens are used for hatching. Commercial poultrymen—those who have the big farms and raise from 1,000 to 80,000 ducks and chickens a year, would not attempt to do business if they could not get incubators and brooders; and the knowing fanciers who breed fowls for exhibition have wisely followed in their footsteps.

More truths about the poultry keeping business will be found in the other chapters in this book, and if I had only the time and money, I would like to help out some more by filling every page full of "chicken talk;" but I must take up just a little of your time talking about my own business or there will be no book like this next year. Of course I have to make a living just as you may have to. I am trying to make it easier for you to make a living, and I want you to let me tell you how you can make it easier for me, if you will. How? By coming to me or writing to me when you want an incubator or brooder. The "Essex-Model" is the highest class

machine made. There are 19 sizes to choose from. It is really the one you ought to buy. And while I know that to be **another truth**, I would much rather have you take somebody's word for it whose name is different from mine. Experiment Stations say so on pages 6, 7 and 8. America's biggest poultry farms say so on pages 50 and 51. A few of the money-making poultry-keepers who started in a small way tell the same tale on page 23. These are not ordinary catalogue letters that are paid for, like a patent medicine advertisement. If you turn over just one page you can read (on page 4) evidence that I believe no other manufacturer of Incubators and Brooders can give you. And I am prouder of the fact that the people who wrote those letters are all my customers than I am of anything else in this catalogue. I am hoping that you will be one of them next year.

When you go into poultry keeping go in right. Start along the safe, sure road, leading to Standard-bred stock, and to safe, sure, reliable incubators and brooders. Then be earnest in your work and you will succeed. Buy poor machines—poor tools, and you will have a hard row to hoe. It may mean failure.

It is not necessary to pay a big price even to get the Essex-Model Quality machines. For a person who wants to start in on a small scale there is no outfit made that equals that described on page 73—our "Peep-O'-Day" Complete Poultry Plant; and in all our machines, large or small, we have given the greatest value possible.

It would be a great thing if I could meet every one of you face to face, and tell you, and show you, just what I am trying to tell you in this book. But as I cannot see you all face to face I do my duty here at the factory and see that you get the kind of service you are entitled to. I want you to know that I am here to look after your welfare. I want you to know that each day, every day, my first thought is to give to the poultry-keeper the most I can, and the best I can, for the money. Money making is not half as attractive as making friends. I have to make a living—after that give me friends who are glad to see me. Give me friends and the health to earn a living for my wife and family, and that's all I ask. I must continue to give you **QUALITY IN INCUBATORS** or I, in my turn, could not succeed. I am just as anxious that the Incubators I sell you shall hatch every egg as you are to have them do it; and it is to that end that my whole Quarter Century's experience is put into every Incubator and Brooder that leaves this factory. It is that which has put them at the front, and I'm going to see that they stay there for your sake and for mine. Every time you buy an Essex-Model you are helping me to do this. For yourself you are getting the World's Best Hatcher; and for me, I am getting the World's Best Customer—a satisfied man or woman who becomes my friend.

I want you to be a customer of mine, then I shall have your friendship also; for you will get good service, good value, and a hearty wish for your success. My efforts in your behalf last year after year; for I always want to remain,

Yours faithfully,

Bob H. Essex

THIS ANSWERS YOUR QUESTION "WHICH INCUBATOR SHALL I BUY"

IT is a most extraordinary fact, (and we claim it as a **record** made by the Essex-Model) that without a word from us, letters by the hundred have come from all parts of the world, telling of the splendid hatching the Essex-Models have done.

It is customary for manufacturers to send letters to customers asking for testimonials. Therefore, it means a lot when hundreds of customers of their own free will, unasked, write and tell how well they are pleased with our machines. We wrote no requests; we offered no prizes for reports; we simply built the best machines we knew how, and left our customers to find out how good they were. They have done so. They have told us about it; and we claim that **this proof of the value** of the Essex-Model Incubators, Brooders and Hovers **has never been equalled**.

Never since Incubators and Brooders were made has there been shown such splendid evidence of worth as that which is printed on the following pages. And of all letters received those which tell a tale like the following are most gratifying to us, because ill-health always attracts sympathy. To help a sick person is an additional pleasure the world over.

GLAD HE TOOK HIS "ESSEX-MODEL" WITH HIM

Robert Essex Incubator Co., Buffalo, N. Y.

DEMING, NEW MEXICO, June 20, 1913.

Gentlemen:—As my health has been failing me for some time, I conceived the idea that the poultry business would be a nice occupation, **both financially and for health**, keeping me outdoors. So just before coming here I purchased one of your 100-egg incubators from Aggeler & Musser, your Los Angeles agents, and it is with pleasure that I report that of **100 eggs we now have 98 healthy chicks six days old**.

I am, yours truly,

H. W. ACKLAND.

Hatching like the above cannot be done with hens—98 chicks out of 100 eggs. Two more chicks would have added another to the Big Record of Essex-Model 100% Hatches that appear on page 9, which record has never been equalled.

Why do so many of our customers, of their own free will, write and tell us of the hatching value of our machines? Why do they take the trouble to do this in the case of the Robert Essex Incubator Co. alone? It simply means that **throughout the country the Essex-Models are out-hatching all other machines**. It means that those who use them say in effect, **"Your machine is absolutely the Leader and we want you to know it."**

The reason for this is that the Essex-Models are built right. The **value** is in the goods! They are backed by our Quarter Century's experience, and this is what has won out for us year after year. **It is a wonderful record.**

On this page this season's reports begin—every one of them written out of pure satisfaction and good-will by our customers who have become our friends—**every letter unasked for.**

Do you say with us that "This answers the question at the top of the page?" We believe that you will agree that no better proof could be given than this as to the superior work that is being done by the Essex-Model—"The World's Best Hatcher."

BOTH HIMSELF AND FRIEND MADE GOOD

THURMONT, MD., April 14, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I will put the Essex-Model beside any incubator made and hatch more good, strong chicks and raise a larger percentage of them than those hatched with any other machine. I do not care what they are, and am proving it right here to the people. I am using two other Standard makes of machines and they cost more than the Essex-Model, but they will not hatch the amount of chicks that the Essex-Model will.

I had a friend who had a small Standard make and he said he hatched 48 strong chicks from 50 fertile eggs after testing on 7th and 14th days. He said it could not be beat. I set one of my Essex-Models with 175 eggs, tested out 14 eggs, left 161 eggs in machine, and it hatched 159 strong chicks. I have just taken from one of the Essex-Models 128 fine, strong chicks from 136 eggs left in after testing out. I have also hatched 116 out of 120 fertile eggs. This is good enough for me.

Very truly yours,

SAMUEL C. FREE.

THE "ONE BEST BET"

VIENNA, IND., Jan. 29, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I am using one of your 100-egg machines, and consider it the one best bet.

I would like your free catalogue as I am thinking of purchasing one of your large machines.

Yours respectfully,

HARRY GROVE.

IT IS "MARVELOUS—SEND ANOTHER"

BEDMINSTER, PA., Feb. 28, 1913.

Robert Essex Incubator Company.

Dear Sirs:—The No. 3 Incubator I purchased two weeks ago is marvelous. For two weeks the temperature did not vary a half degree. Enclosed find \$37.00, for which send me another No. 3 Incubator.

Yours truly,

WM. HERMANSON.

ESSEX-MODEL INCUBATORS AND BROODERS

HOLDS HEAT THROUGH FLOODS AND FREEZING

MEDINA, N. Y., May 12, 1913.

Robert Essex Incubator Company.

Dear Sirs:—The No. 3 Incubator purchased of you in January of this year has given satisfactory results. I had it running at the time of high water this spring and the water came into the cellar and remained for about a week under the machine. At times the temperature was nearly freezing in the cellar, but I had no trouble to keep it up in the incubator. Have run two hatches so far, getting 263 the first time and 263 the second—good average work for a greenhorn.

Very truly yours, FREEMAN L. BRACE.

97 PER CENT. FOUR HATCHES FOLLOWING

CENTRAL FALLS, R. I., July 15, 1913.

Robert Essex Incubator Company.

Dear Sirs:—Will you please send me price of thermometer for 120-egg size incubator as I have had the misfortune to break mine and would like to get one as early as possible. I want to hatch some ducks with my "Essex-Model," which has given me 97 per cent. out of every one of four hatches.

Yours, JOHN COX.

CHICKS AND DUCKS IN SAME MACHINE

HEMPSTEAD, L. I., March 1, 1913.

Robert Essex Incubator Company.

Dear Sirs:—Please send me one Essex-Model New Homestead Hot Water Incubator with nursery capacity 70 eggs. Enclosed is money order for \$8.50. Please ship at once by Long Island Express. I know these machines well and have recommended them to several of my friends. Last Sunday one of these machines hatched 22 chicks from 24 eggs, and the party had 15 duck eggs in it also, that will hatch next Sunday. How many incubators at this price will do this with two different kinds of eggs?

Yours respectfully, HERBERT E. COOPER.

ALL KINDS OF LUCK

ROCK FALLS, ILL., April 7, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I have been in the poultry business for five years. During this time I have had all kinds of luck. Incubators became an eyesore to me and I gave up using them.

Recently I put a No. O Essex-Model Incubator in competition against a 240-egg incubator of another make and a 175-egg. They hatched 100 chicks. The Essex-Model hatched every fertile egg, and I have not lost a chick—not even a sick one. My neighbor, Mr. Fred George, out of 415 eggs he put in another make of machine, has 40 chicks, and is losing three or four per day. My second hatch was just as good as my first one.

Yours truly, W. W. DYER.

IN A CLASS BY THEMSELVES

CATSKILL, N. Y., May 9, 1913.

Robert Essex Incubator Company.

Dear Sirs:—This is the second season I have used your incubators and brooders, and can faithfully say they are the best goods on the market regardless of price, and I have used nearly all the leading makes. I have had good hatches of live, strong, livable chicks due to the good qualities of your machines. Your brooders are in a class by themselves.

Wishing you success, I am,

Very truly yours, A. J. LASHER.

BEATS OTHER INCUBATOR

SILVER CREEK, N. Y., Feb. 10, 1913.

Robert Essex Incubator Company.

I would like your catalogue for this year as there are several things I would like to get.

I had fine luck with the incubator I bought of you last year. My neighbor has a ——— Incubator and has run it for years, but I got the largest hatches.

Yours, J. E. HODKIN.

"BEAT EVERYONE FOR FIVE MILES AROUND"

GOWANDA, N. Y., Nov. 17, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I suppose, of course, you remember I am the owner of an Essex-Model Standard Incubator of which I am very proud. I think my incubator is the finest and the best ever made. It sits in my parlor all the time, and looks better to me than a piano. I set my incubator three times and had quite poor eggs; but just the same I hatched 357 chicks—all White Wyandottes, and not a single cripple. I beat every one for five miles around. It did me \$23.00 worth of good every time. I have had people get their eyes big as my fist to see me take them out of the incubator.

Yours very truly, MRS. MILTON HALL.

HAS USED OTHER MACHINES

VALPARAISO, IND., Oct. 24, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I have used incubators and brooders before. I used two of ——— make and one No. 3 Essex-Model. After my experience I will never use any but Essex-Models in my own work.

Sincerely yours, MRS. DELLA VAN KLEEK.

RAISED 263 OUT OF 265

LUCASVILLE, O., Dec. 22, 1913.

Robert Essex Incubator Company.

I am recommending your machine to everybody wanting an incubator. I raised 263 chicks out of 265. I met with accidents or would have raised the whole bunch. They were White Rocks and were hatched in April and laid at six months old. They have all moulted and are laying fine at present.

Yours very truly, A. E. PURDY.

LIKES THE NEW HOMESTEAD

NEW ROCHELLE, N. Y., Feb. 20, 1913.

Robert Essex Incubator Company.

Your catalogue of 1913 was received on the 14th inst., and I wish to thank you.

I purchased a small New Homestead Incubator late last fall, and wish to say that I have been very much pleased with the hatches it has turned out.

Very truly yours, RAY T. DOUGLAS,
Manager of the Douglas Poultry Yard.

RUNNING EIGHT YEARS—GOOD YET

ELIZABETHTOWN, PA., Feb. 20, 1913.

Robert Essex Incubator Company.

I have two of your Colony Brooders and one of your 150-egg Incubators. They have been running eight years, and I am glad to say they are just as good as the day I received them.

Yours truly, H. T. LANCASTER.

UNIFORM TEMPERATURE—SAFE IN HIGH WINDS

WAYSIDE FARMS, MIDDLEBURY, VT., Jan. 24, 1913.

Robert Essex Incubator Company.

I have used your incubator and hovers for two seasons with satisfactory results. The incubator runs at a uniform temperature with little attention.

I use your hovers in small brooder coops for about 75 chicks. The temperature is easy to regulate, and they seem to be safe even in high winds.

Very truly, E. B. CORNWALL.

ABOUT 90 PER CENT.—ALL LIVING

CORTLAND, N. Y., Sept. 15, 1913.

Robert Essex Incubator Company.

We have had the best luck with chickens this season we ever have had. The Chick Salts came just in time. We think they are great.

We tested out our eggs on the 8th day and found we had what we called 104 fertile eggs, and we got just 90 chicks and we have not lost the first one from any disease.

Yours respectfully, C. H. COATS.

EXPERIMENT STATIONS USE ESSEX-MODELS

RIGHT DOWN-TO-DATE AS USUAL

ONE OF THE GREATEST TESTS of an Incubator or Brooder is the use it gets at an Experiment Station. There the Experts practically turn it inside out in their investigations; utilize it for all kinds of experiments, and finally hand it over to their students, who in most cases never saw an incubator before, and who want to experiment in their turn. They are there to learn. You can imagine that a machine that does good work under such conditions is bound to be built right. The "Essex-Model" does good work under all these conditions.

Before you decide to buy an Incubator or Brooder you want to know what its present record is. If you were buying an automobile you would not base your choice on the construction of five years ago. You want it down-to-date. That is why we are giving you here the latest information on the "Essex-Models." You are entitled to have it. All we ask is that you please remember our claims on the Superior Construction and Reliability of "Essex-Models" are founded on the work they have done year after year in the past. But our evidence of their Superiority is also brought RIGHT DOWN-TO-DATE. Your needs are satisfactorily supplied only when you get a machine that is "DOING IT NOW."

The Incubators and Brooders manufactured by this Company have given the greatest satisfaction on Experiment Stations all over the country for a number of years; but what YOU are interested in is—How are they standing the test these days? What are they doing now? What is the latest verdict?

Read the past season's reports—not in one State only, but on enough Experiment Stations, in enough States, to satisfy you that the "Essex-Models," as well as being "America's Largest Line" are America's Most Superior Line.

OKLAHOMA AGRICULTURAL EXPERIMENT STATION

STILLWATER, OKLA., Nov. 8, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

I have used the Essex-Model Incubators and Brooders in the Colleges and Stations of **FOUR WIDELY SEPARATED STATES**. I have always found the Essex-Model Incubators to give perfect satisfaction under extreme **NORTHERN** conditions, under extreme **SOUTHERN** conditions, and under conditions found **MIDWAY** between these two points.

I am also especially enthusiastic over the merits of the Essex-Model "Chick-Comfort" hover.

Very truly yours,

ARTHUR F. ROLF,
Professor in Charge of Poultry.

UNIVERSITY OF IDAHO COLLEGE OF AGRICULTURE

MOSCOW, IDAHO, June 13, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

I ran out two hatches with the new incubator this year and I want to assure you that I am more than pleased with results. I find that it will hatch every hatchable egg if run according to directions. I found no trouble in holding the heat in this machine. The chicks were all out by the middle of the 21st day and were strong, lively fellows. No chicks stuck in the shell as is so common a trouble in this country. It is a pleasure to me to say all of the good things for your machine that I can. Many people saw it this year when it was so full of chicks that it did not seem possible that they could have all hatched from the eggs that the machine would hold. Some suggested that I must have taken chicks from some other machine to fill it up, but such was not the case.

Yours very truly,

PREN MOORE,
Poultryman.

THE OHIO STATE UNIVERSITY

COLUMBUS, OHIO, Nov. 3, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

Your machine has run very regularly, and we have had no trouble with the lamp or thermostat. We obtained very large strong chicks. If we purchase any more incubators we will probably install another one of your machines.

Very truly yours,

F. S. JACOBY,
Instructor in Poultry Husbandry.

MISSOURI STATE POULTRY EXPERIMENT STATION

MOUNTAIN GROVE, MO., Oct. 31, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

We have been using from fifteen to twenty different styles of the best incubators manufactured for the past three years. In all this time we have never had a poor hatch from one of your incubators. We have had as good hatches, and in most cases better hatches from your machine than from any other incubator. We think it will pay anyone intending to invest in an incubator to buy a good one, for the waste in loss of eggs, in fuel and in time will soon pay for a good machine. We have nothing but words of praise for all the Essex Incubators and Brooders which we have used.

Yours very truly, T. E. QUISENBERRY,
Director.

TRAPPISTE FATHERS AGRICULTURAL COLLEGE, LA TRAPPE, OKA., QUE.

Nov. 10, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

The incubator purchased from your firm last year has given me as much satisfaction this season. Moreover the many visitors who came to our plant noticed the superior construction and the high grade material of your machine. The percentage of hatching was very satisfactory. I noticed the machine kept the right temperature in spite of the variation of the temperature in the apartment where it was operated. It happened once that there was 15 degrees difference in the room, and the machine did not vary more than half a degree. I didn't have to touch the regulator.

Yours very truly,
REV. BROTHER WILFRED,
Instructor of Poultry Dept.

STATE COLLEGE OF AGRICULTURE

ATHENS, GA., Nov. 20, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

We have one each of your Middle-Price and Standard machines which we have used two years. Both have given good satisfaction in competition with other standard makes. The first incubator set last winter was run by a man without previous incubator experience, and we were surprised at the exceedingly good hatch he obtained so early in the season. The incubator used was your Middle-Price. We do not hesitate to recommend these machines as really high grade.

Yours very truly,
L. L. JONES,
Poultryman.

GEORGIA
1913

IDAHO
1913

MISSOURI
1913

OKLAHOMA
1913

OHIO
1913

EXPERIMENT STATIONS USE ESSEX-MODELS

SOUTH CAROLINA STATE COLLEGE

ORANGEBURG, S. C., Nov. 22, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

I have used your incubators and brooders and find them altogether satisfactory. I have had several other kinds of incubators in use at the same time that yours was being used, but none gave greater success. The brooders that you make can not be improved upon by those of any other make.

SOUTH CAROLINA
1913

Very truly yours,
B. F. HUBERT,
Director Agriculture.

THE STATE COLLEGE OF WASHINGTON

PULLMAN, WASH., Nov. 5, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

In regard to your incubators and brooders that we have installed here at our poultry plant, I will say that we have had very successful hatches. Of course I might also add that in this high and dry altitude we use moisture in your machine and as a result we have 90 and 95 per cent. hatches.

WASHINGTON
1913

I have also used these incubators on the west side of the state, and there the air contains more moisture, so we need to supply but very little in the machines. Of course, supplying this moisture depends upon weather conditions and the room in which the incubators are set.

We like your brooders very much.

Very truly yours,
(MISS) LILLIAN BLANCHARD,
Instructor.

KANSAS STATE AGRICULTURAL COLLEGE

MANHATTAN, KANS., Oct. 31, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

I am very glad indeed to say that I have had personal charge of the incubators and brooders of the Kansas State Agricultural College during the past two seasons and that there is no incubator in our cellar that is giving greater satisfaction than the "Essex-Model."

KANSAS
1913

I feel that the principle involved in your "Chick-Comfort" Hover is one that will receive wide application. It is certainly a wonderful convenience to have a hover that can be put into operation on short notice in any shed or house one may have available, and that will take first-class care of chicks. With these hovers it is possible to meet the emergencies that always arise in handling chickens and particularly in rearing young chicks.

Yours very truly,
NORTON L. HARRIS,
Supt. of Plant.

NORTH DAKOTA AGRICULTURAL COLLEGE

AGRICULTURAL COLLEGE, N. D., Nov. 7, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

I am pleased to say that your machines have given us increasing satisfaction during the year 1913.

NORTH DAKOTA
1913

Yours very truly,
O. W. DYNES,
Poultryman.

ONTARIO AGRICULTURAL COLLEGE

GUELPH, CANADA, Oct. 30, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

Your incubators have been operated here by regular and by short course students; in fact, every student we have about the place; and we have had satisfactory results from them.

ONTARIO
1913

Yours truly,
W. R. GRAHAM,
Professor of Poultry Husbandry.

THE STATE COLLEGE OF AGRICULTURE

BROOKINGS, S. D.
The Robert Essex Incubator Co., Buffalo, N. Y.

Some months ago you placed with us two incubators, one of them the regular Essex-Model and the other a Middle-Price machine. I used the second machine in the class room to demonstrate the subject of incubation in practice. I was surprised to find the machine running so evenly and with so little difficulty, with several students managing it day by day. It yielded a hatch of 65% of the eggs placed in it.

SOUTH DAKOTA
1913

The other machine was run by an expert poultry woman in the Brookings Poultry Yards, and her report was that the machine ran with the greatest regularity. She was greatly pleased with the operation of the incubator in comparison with several others of which she has had experience.

I have been very glad to have opportunity to operate these machines or have them operated under my direction.

Yours very truly,
A. A. BRIGHAM, Ph. D.,
Principal.

UNIVERSITY OF ILLINOIS COLLEGE OF AGRICULTURE

URBANA, ILL., Nov. 19, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

The Model A Brooders of which I bought three, gave excellent satisfaction. They are the best by far of any outdoor brooder I ever used. I am recommending them warmly to poultry raisers.

ILLINOIS
1913

Very truly yours,
D. O. BARTO.

MICHIGAN AGRICULTURAL COLLEGE

EAST LANSING, MICH., Nov. 21, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

I am glad to say that we have had very good success with the Essex-Model Incubators which we have at our plant, especially so considering the length of time that they have been installed.

MICHIGAN
1913

Yours very truly,
J. O. LINTON,
Professor of Poultry Husbandry.

NEW YORK AGRICULTURAL EXPERIMENT STATION

GENEVA, N. Y., July 16, 1912.
Robert Essex Incubator Co., Buffalo, N. Y.

It is not often that we carry a single lot of eggs through one machine from the start to hatching. We usually have to transfer a number of individual lots from many matings. This season in the "Model" machine one hatch was 88 per cent. and another 94 per cent., these eggs having been in other machines until near hatching time.

NEW YORK
1912

NEW YORK EXPERIMENT STATION,
Poultry Dept.

NOTE.—The practice of experts is to put the eggs in their best machines near hatching time to avoid dead chicks in the shell.

NEW MEXICO COLLEGE OF AGRICULTURE

P. O. STATE COLLEGE, N. M., July 10, 1912.
Robert Essex Incubator Co., Buffalo, N. Y.

The new incubator which we received from you the past spring did some splendid service, although we did not receive it until late.

NEW MEXICO
1912

I think the diaphragms which you use for the control of the circulation are very good, and they seem to work satisfactorily in our climate.

Yours very truly,
H. H. SIMPSON,
Dept. of Animal Husbandry.

Nov. 4, 1913.

1913

The 1912 testimonial expresses my sentiments exactly again this year.

H. H. SIMPSON.

AGRICULTURAL AND MECHANICAL COLLEGE

COLLEGE STATION, TEXAS, Oct. 31, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

We are well satisfied with the work we have done with your incubator, and I trust you will have a successful year in handling it.

TEXAS
1913

Very truly yours,
CARL N. KENNEDY,
Instructor in Poultry Husbandry.

UNIVERSITY OF MISSOURI COLLEGE OF AGRICULTURE

COLUMBIA, Mo., Sept. 14, 1912.
Robert Essex Incubator Co., Buffalo, N. Y.

Our experience with the Essex-Model Incubators is such that we call attention to the Essex-Model in recommending a machine. The simplicity of the machine and ease with which it may be operated are commendable features.

MISSOURI
1912

Yours very truly,
H. L. KEMPSTER.

Nov. 1, 1913.

1913

I do not know what I could add further in commendation of your machine other than that I might be able to put more emphasis on what I have already said.

H. L. KEMPSTER.

EXPERIMENT STATIONS USE ESSEX-MODELS

TENTH DISTRICT AGRICULTURAL SCHOOL

APPOMATOX, VA., Oct. 30, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

VIRGINIA
1913

The machine used by this school is one of yours, and the best we have ever used.

Yours truly,
L. CRAWLEY,
President.

THE UNIVERSITY OF MINNESOTA

UNIVERSITY FARM, ST. PAUL, MINN., Nov. 28, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

MINNESOTA
1913

Dear Sirs:—We have one of your incubators here, and we are pleased with it.

Yours very truly,
D. J. LANE,
Poultryman.

WESTERN WASHINGTON EXPERIMENT STATION

PUYALLUP, WASH., June 19, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

WASHINGTON
1913

I have used the Essex Portable Hover with very satisfactory results while connected with the Oklahoma Experiment Station.

Yours sincerely,
V. R. MCBRIDE,
Supt. Poultry Plant.

NEW JERSEY AGRICULTURAL EXPERIMENT STATION

NEW BRUNSWICK, N. J., June 22, 1912.

From a letter written us by Mr. H. R. Lewis, Poultry Husbandman, we extract the following:

"We have two of your old Model Incubators and two of this year's models, and we wish to congratulate you upon the improvements you have made in the new machine, especially the elimination of the metal cover. We also wish to congratulate you upon the improved lamp bracket over the old enclosed lamp, your improved one being one of the safest and most easily adjusted in use today."

1913

A letter from this Station dated October 31, 1913, states "The machine last winter gave us very good results."

THIRD DISTRICT AGRICULTURAL SCHOOL, MAGNOLIA, ARKANSAS

MAGNOLIA, ARK., July 6, 1912.

Robert Essex Incubator Co., Buffalo, N. Y.

ARKANSAS
1912

I beg to say that the poultry business has been on a drag this spring. One of the largest chicken men living near town tried three lots (of eggs) with different incubators, and each gave about the same results. As to our Essex Model Incubator—this year the machine worked even better than last year. I deem it one of the best on the market, which it proved to be last year.

Yours sincerely,
H. H. HOLTZCLAW.

THE UNIVERSITY OF WISCONSIN

MADISON, WIS., Oct. 31, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

Dear Sirs:—We had one of the coldest winters ever experienced in Wisconsin in 1911-12, but we had a splendid hatch from your incubator. I have been very well satisfied with your incubator again this year and I assure you I believe that it can be depended on to give good hatches of good strong chicks.

WISCONSIN
1913

Yours very truly, JAMES G. HALPIN.

MACDONALD COLLEGE

MACDONALD COLLEGE, QUE., Nov. 1, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

I am glad to say that the two machines which we received from you last year did good work. They are easy to control and have given us satisfaction.

Yours faithfully,
M. A. JULL,
Manager and Lecturer.

SUSQUEHANNA UNIVERSITY, SELINGSGROVE, PA.

Robert Essex Incubator Co., Buffalo, N. Y. June 20, 1912.

Permit me to say that I had very fine success with the machine I bought from you.

PENNSYLVANIA
1912

Very sincerely yours,
J. I. WOODRUFF.

STATE AGRICULTURAL SCHOOL

MADISON, GA., June 22, 1912.

Robert Essex Incubator Co., Buffalo, N. Y.

This has been a very backward season—late hatches, and eggs have been very low in fertility—50% or less fertile. Of those that pip in your machines nearly all come out all right.

Very truly,
KARL J. KAY,
Poultry Culturist.

NORTH CAROLINA COLLEGE OF AGRICULTURE

WEST RALEIGH, NOV. 19, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

Your machine has been giving uniformly good results. It is a machine which requires less attention, is less affected by outside temperature, and is also durable as demonstrated from the fact that the machine we are now using has been in use for at least five seasons, and the results are as good as when it was first from the factory.

NORTH CAROLINA
1913

Very truly yours, THOS. H. TAYLOR.

GEORGIA NORMAL AND INDUSTRIAL COLLEGE

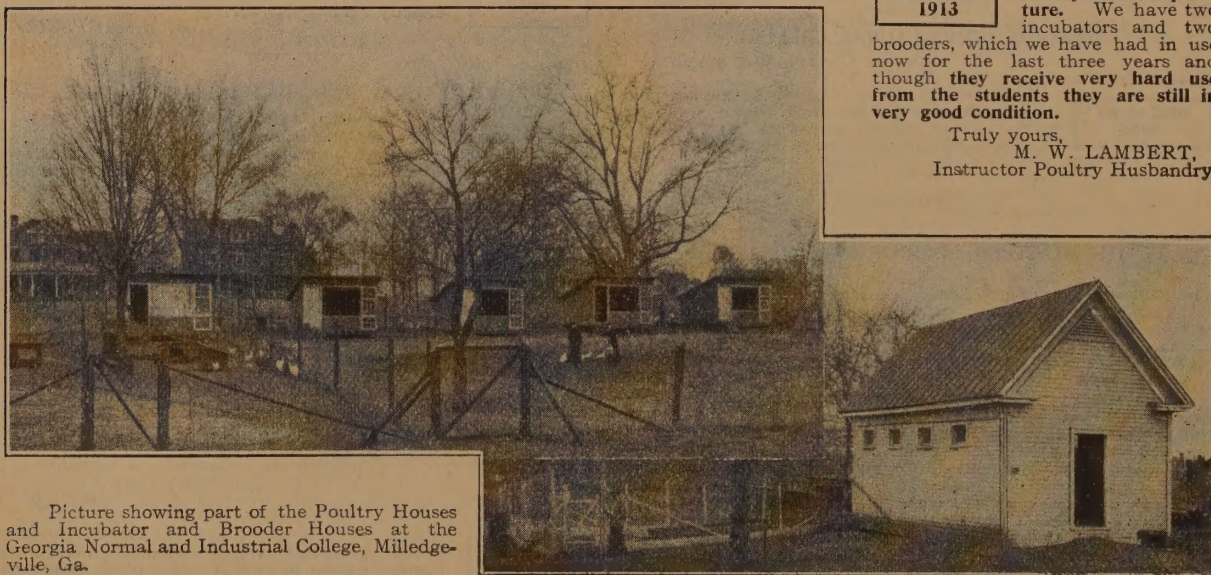
MILLEDGEVILLE, GA., Nov. 12, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

I can say in regard to your incubators that they have run satisfactorily and kept a very even temperature. We have two incubators and two brooders, which we have had in use now for the last three years and though they receive very hard use from the students they are still in very good condition.

GEORGIA
1913

Truly yours,
M. W. LAMBERT,
Instructor Poultry Husbandry.



Picture showing part of the Poultry Houses and Incubator and Brooder Houses at the Georgia Normal and Industrial College, Milledgeville, Ga.

The different breeds are separated by the yards in back and turned out alternately into the big front yard for a larger range. The young women students care for the hens, and run the incubators and brooders.

THE ESSEX-MODEL HONOR ROLL HATCHING EXTRAORDINARY

THE WORLD'S RECORD HATCHING—8 PERSONS IN 8 STATES
HATCH 100 PER CENT

THE MOST WONDERFUL HATCHING EVER RECORDED



Miss Zick—her friend—and her pets. She chose the "Essex-Model" and beat all records.

MISS ZICK—16 YEARS OF AGE—HATCHED EVERY HATCHABLE EGG IN FOUR SUCCESSIVE HATCHES

Robert Essex Incubator Co., Buffalo, N. Y.

PATTENBURG, N. J., Nov. 21, 1911.

Dear Sirs:

Kindly send me price list of your incubators, as I want to buy another Incubator. I have a small size, and like it very much. It is no trouble to run. I have set the Incubator four times, and have had really wonderful results. The first time I had 36 fertile eggs left in the machine and hatched 36 chicks; the second time I left in 38 eggs and hatched 38 chicks; the third time was exactly the same number of eggs and chicks; and the fourth time was even better, as I hatched 40 chicks out of 40 eggs. I raise White Leghorns and Black Minorcas. I am doing this to see how much money I can make. I am 16 years old, and am delighted with my Incubator.

Yours very truly,

RUTH L. ZICK.

100 PER CENT. I have one of your Incubators, and think it the best machine there is. Last spring I was short on eggs. I filled one tray and ran it ten days, then filled the other tray, and every fertile egg hatched.

FRANK MERKLE, GRESHAM, O.

100 PER CENT. I have one of your 120-egg Incubators; have run it alongside two others for three years, and will say it hatched every fertile egg put into it.

WALLACE H. BULLOCK, WATERFORD, N. Y.

100 PER CENT. I bought your Model "B" Incubator, and have taken off first hatch this morning. Every hatchable egg produced a fine strong chicken.

C. J. HARRISON, NEWPORT, VT.

100 PER CENT. My foreman got one of your 175-egg Incubators. I am pleased to tell you that with the first hatch every fertile egg produced a chicken.

JAMES V. JACK, LENOIR CITY, TENN.

100 PER CENT. I purchased a No. 6 Incubator and a Colony Brooder. They certainly must be perfect for I succeeded in hatching 75 chicks out of 75 eggs. We set a hen the same day, and lost five out of sixteen eggs. You beat nature. Mrs. Henderson says she will never set another hen.

W. P. HENDERSON, ANNONA, TEXAS.

100 PER CENT. I think the Essex-Model Incubator cannot be excelled. Last spring I hatched 83 chicks from 95 eggs, and this spring I hatched 114 strong and healthy Brown Leghorn chicks from 114 fertile eggs.

E. F. WILL, SHANKSVILLE, PA.

100 PER CENT. My No. 1 Incubator has given such remarkable results that I must tell you about it. I filled it with 153 S. C. W. Leghorn eggs, tested out one egg, and hatched 151 big strong chicks, leaving only one egg, and this one was infertile, giving 100 per cent. hatch.

HARRY HAINES STRATFORD, CONVERSE, MO.

Experiment Station Poultry Houses



EX. STATION
JAN. 1914
100 FEET LONG

AGRICULTURAL EXPERIMENT STATION

NEW ORLEANS, LA.

EX. STATION
JAN. 1914
100 FEET LONG



AGRICULTURAL EXPERIMENT STATION, MISSOURI



AGRICULTURAL EXPERIMENT STATION, MISSOURI



UNIVERSITY OF
MISSOURI
COLUMBIA, MO.

EXPERIMENT STATION POULTRY HOUSES

Illustrations of Poultry Houses in Use on Experiment Stations Throughout America, With Opinions of Professors of Poultry on How They "Fill the Bill"—Their Dimensions; Estimates of Their Cost.

The Latest and Best Collection of Poultry Houses Ever Brought Together—Houses That Have Been Used in Zero Weather and Summer Sun

(We advise that this Book be kept for future reference.)

WE ARE FORTUNATE indeed to be able to give our readers the valuable information on Housing Poultry that is presented on these pages. No matter what class of house you have in your mind to build, you find it here; and in addition the valuable opinions of the Experts who have tested them.

It is difficult to realize the splendid work that is being done to advance the poultry industry by the Experiment Stations of this country. The endeavor to discover the very best style of house for poultry in various climates is but one of the important tasks they have set out to accomplish—and these pages contain the evidence that the work has been well done.

We must bear in mind that some Stations have larger sums appropriated for their uses than others. Some few Experiment Stations still are without a dollar for poultry work. Some of those here represented have quite limited means at their disposal; but, little or big, it is clear that those in charge of the poultry work are practical in their aims; are exercising great ability, and displaying more and more knowledge of the requirements of poultry as the years roll by.

Every one of our customers will join us in acknowledging the obligation we have been placed under by this co-operation in our efforts to advance the poultry industry.

ORONO, MAINE; AGRICULTURAL EXPERIMENT STATION Raymond Pearl, Biologist

Maine Poultry House No. 3. This house as used at Maine Agricultural Experiment Station is shown on the photograph opposite. It is 120 feet long and 16 feet deep. It contains 4 pens, each 30 feet long. Each pen accommodates from 125 to 150 laying hens. It has been found extremely satisfactory during many years' use. In winter the temperature runs from 30 to 40 degrees below zero. Birds with frosted combs have been unknown in this house during the nearly 10 years it has been in use.
The estimated cost is \$1200.00. This is the house that is considered the best laying house on the station.

MADISON, WISCONSIN; AGRICULTURAL EXPERIMENT STATION James G. Halpin, Professor of Poultry Husbandry

Wisconsin Long Poultry House. This house has proven very satisfactory in all weathers and is suitable both for winter and summer use. The dimensions are shown on the photograph. The ridge of the house is placed approximately one-third of the distance from the front. For a commercial house it is recommended that it be built from 4 to 8 feet deeper, but with practically the same elevation. The door in the front of each pen is convenient for cleaning out litter, etc. It is intended to eliminate all dark corners on the floor, so the roosts and droppings boards are hinged and can be hooked up out of the way during the day. The foundation is of cement; also the floor. The house cost \$820.00. Three-ply roofing was used over No. 2 Hemlock shiplap roof boards, No. 2 Pine drop-siding for the walls, and the inside ceiling and partitions are also No. 2 Hemlock. The coldest weather last winter was 30 degrees below zero, which occurred several times. The fowls stood the weather splendidly.

WOOSTER, OHIO; AGRICULTURAL EXPERIMENT STATION B. E. Carmichael, Chief in Animal Husbandry

Ohio Laying House. Here is a liberal lighted house. The dimensions of this house are given on the photograph. The upper windows are of glass, also the deeper windows in the lower part of the house. The shallow windows in the lower part are fitted with muslin curtains. The house has been in use about twelve months, and is satisfactory. The estimated cost is about \$800.00. The partitions between the pens are of poultry netting. There is a feed room in the center of the building separated by solid board partitions. The floor in the feed room is cement. There are no floors in the poultry pens.

COLUMBIA, MISSOURI; UNIVERSITY OF MISSOURI H. L. Kempster, Department of Poultry Husbandry

Missouri Exhibition and Breeding House. This house is primarily for exhibition purposes. The dimensions of this house are shown on the photograph, except the height in rear, which is 4½ feet. It is divided into 15 pens, each 12 feet square, with a concrete walk 18 inches high in front, to enable visitors to inspect the flock without interfering with them. It is designed primarily for the convenience of visitors who frequent the University. The front of each pen consists of an equal amount of glass and muslin, the latter being on frames which slide up and down; one square foot of glass and one square foot of muslin to 12 square feet of floor space makes a very satisfactory proportion for a pen of this size. The approximate cost of this house, including walk and cement floor, was about \$1200.00. In weather which dropped as low as 20 degrees below zero there were a few frozen combs, but the house proved generally satisfactory.

BEST HATCH SEEN IN SOME TIME

BUFFALO, N. Y., June 28, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I just returned from my farm this morning, and wish to advise that all of the ducks that were hatched in your Essex-Model Mammoth Machine are still alive, and I am greatly pleased with this hatch. We got 74% of all eggs left in the machine and if we exclude the weak-germ eggs, which ought to have been tested out at the end of a week, the indications are that the hatch would have figured considerably over 80%.

This is the best hatch of ducks I have seen in some time. They are strong and healthy, and without a doubt we will raise a large percentage of them.

I think this is an unusually good record in view of the very bad season we have just gone through.

Yours truly, H. S. PALMER.

BIGGEST CHICKS EVER—THREE INCHES WIDE

MANSFIELD, OHIO, April 29, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I purchased one of your Middle-Price 200-egg machines this spring. Have run two hatches. The last hatch began coming out on the 20th day. The chicks are all large and strong. Am surprised at the nice large chicks I take from the machine. They are much larger and stronger than mother's, and she does all her hatching with hens. Always thought incubator chicks were small and puny, but if I have any more such large chicks I will have to change my opinion. The chicks were fine—the largest babies I ever saw. Everyone who sees them wants to buy some. The folks laugh at me, but I just had to measure those little fellows. They were 3 inches wide when sitting down.

Yours very truly,
MISS HATTIE M. LAURER.

Experiment Station Poultry Houses



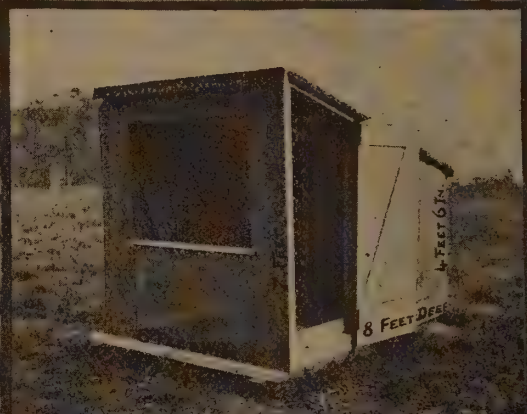
MACDONALD COLLEGE
QUEBEC, CANADA



KANSAS STATE AGRICULTURAL COLLEGE
MANHATTAN, KANSAS



MISSISSIPPI AGRICULTURAL COLLEGE
MISSISSIPPI



MASSACHUSETTS AGRICULTURAL
COLLEGE, AMHERST, MASS.



CONNECTICUT AGRICULTURAL COLLEGE
STORRS, CONN.



STATE AGRICULTURAL COLLEGE
FORT COLLINS, COL.

ESSEX-MODEL INCUBATORS AND BROODERS

EXPERIMENT STATION HOUSES—Continued

QUEBEC, CANADA; MACDONALD COLLEGE
M. A. Jull, Manager Poultry Department.

Quebec Colony Laying House. The information received regarding this house is limited. Whether or not combs freeze is not stated, neither is the cost obtainable at this time. The dimensions of this house appear on the photograph. Last winter the temperature went as low as 35 degrees below zero. The house has given general satisfaction. Three of these houses placed end to end and formed in one continuous house, have also proven satisfactory.

MANHATTAN, KANSAS; STATE AGRICULTURAL COLLEGE
Wm. A. Lippincott, Professor of Poultry.

Kansas Colony House. The dimensions of this house are shown on the photograph. Not much information is available regarding this house as it is an experiment, Professor Lippincott not having been in Kansas long enough to be thoroughly acquainted with conditions. He recommends a tightly built house, especially where it is subject to strong winds, but wants it thoroughly hygienic—well ventilated, as will be seen by the cotton curtains that are provided.

AGRICULTURAL COLLEGE, MISSISSIPPI
J. K. Morrison, Professor of Poultry

Mississippi Colony House. The information received on this house is limited. The house is built on runners. It is suggested that a house three-quarters the size of the one presented is more easily handled. The dimensions of this house are given on the photograph on opposite page.

AMHERST, MASSACHUSETTS; AGRICULTURAL COLLEGE
J. C. Graham, Professor of Poultry Husbandry

Massachusetts Light Colony House. A house made of unusual material. The cost of material in this house is estimated at \$12.48. Total cost would be about \$25.00. The walls of the house are made of commercial roofing. The sides are boarded up only 18 inches. Two-inch mesh wire is stretched on the outside of the studs over the entire house, with the exception of the doors and the front opening. A canvas screen is used for a window; it is hinged at the top. Last winter, beginning about February 1st, the screen was up all day long every day. On very cold nights it was lowered. The dimensions of this house are shown on the photograph.

STORRS, CONNECTICUT; AGRICULTURAL COLLEGE
Wm. F. Kirkpatrick, Professor of Poultry Husbandry

Connecticut Colony House. This is a house used in the egg-laying contest. The dimensions of this house are shown on the photograph. It has 24 square feet of open front provided with cloth curtains, or one square foot of cloth to each six square feet of floor space. The glass windows cover just half that space, namely, 12 square feet, being one square foot of glass to each 12 square feet of floor. In other words, there is twice as much cloth as glass. During the past winter it gave excellent results, although the weather was most severe. 50 of these Colony Houses were used at this Station, 10 birds in each house for the purpose of the egg contest, whereas the capacity of the house is much larger. None of the birds suffered severely, but there were some frozen tips of the combs; the majority were untouched. A cross partition midway of this house makes each pen 6 x 12. The cost is close to \$50.00.

FORT COLLINS, COLORADO; STATE AGRICULTURAL COLLEGE
W. E. Vaplon, Professor of Poultry

Colorado Poultry House. This house (the dimensions of which are shown on the photograph) cost for material alone \$14.00; total cost would be about \$30.00. Fourteen degrees below zero was about the coldest last winter. The houses are only one thickness of board, but the fowls do not suffer from the cold. The house is used as a brooding house early in the season. Later the brooder is removed and the roosts put in. The same type of house 20 feet long and 20 feet wide, 4 feet at the eaves and 8 feet high in center, with full window in the west, and half window in the east ends, is said to make an ideal house for 100 fowls.

BEAT THE HEN ON SAME EGGS

WESTMINSTER, MD., May 14, 1912.

Robert Essex Incubator Company.

Gentlemen:—I got 88 chicks out of 97 fertile eggs. Had 108 in machine—60 Rhode Island Reds and 48 Barred Rocks. Set a hen with 15 Rock eggs and hatched 8. Your Incubator hatched 40. (The hen hatched 53 per cent. The incubator hatched 83 per cent.)

Yours very truly,

RICHARD KANE.

HAD TWO REMARKABLE HATCHES

MONROE, N. Y., Feb. 26, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I have used your Incubators and Brooders with great success and had some remarkable hatches:

200 chicks from 212 fertile eggs—94 per cent.

150 chicks from 159 fertile eggs—94 per cent.

I am well pleased with your machines.

Yours very truly, HARVEY SMITH.

HATCHED 100 PER CENT

WEST TORONTO, ONT., June 1, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I thought I would drop you a few lines to let you know how I have made out with the New Homestead Incubator I purchased of your agent here. This last hatch I put 30 eggs in, took 5 clear eggs out, and got 25 good strong chicks. I will put in a good word for your goods around here.

Yours, etc.,

A. M. DUNCAN.

"NO MORE HENS FOR MINE"

HOLTWOOD, PA., March 11, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I am using your Standard Incubator and I think it is simply fine. No more hens for mine.

Yours truly,

GEO. FAGER.

SIX HATCHES WITH SUCCESS

MORGANTOWN, W. VA., March 4, 1912.

Robert Essex Incubator Company.

Dear Sirs:—In the spring of 1911 I purchased one of your 120-egg size Incubators. During the spring and early summer I made six hatches in same with good success and was very well pleased.

Yours respectfully,

WM. F. GALENTON.

"AND SUCH CHICKS—GREAT BIG STRONG ONES"

HORNELL, N. Y., Feb. 20, 1912.

Robert Essex Incubator Company.

Dear Sirs:—Oh! by the way, I put 80 eggs in one of the machines and hatched 60 chicks. All fertile eggs hatched but 6 (60 out of 66.) Not so bad for eggs saved in January. Some were three weeks old—and such chicks, great big strong ones.

Yours truly,

H. M. KEITH.

106 GOOD STRONG CHICKS

BANNISTER, MICH., April 30, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I have had a good hatch with my machine, got 106 chickens out of 130 eggs and they are good, strong chickens.

Yours truly,

R. B. GRUBAUGH.

HIGH QUALITY AT FAIR PRICE

TURNER, MICH., Feb. 17, 1912.

Robert Essex Incubator Company.

Dear Sirs:—Enclosed find check for two Middle-Price Incubators, No. C. These seem to appeal to me in that a machine of high quality can be obtained at a fair price.

Very truly yours,

DR. ALBERT S. McDOWELL.

Experiment Station Poultry Houses



U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C.



IOWA STATE COLLEGE
AMES, IOWA



STATE UNIVERSITY OF KENTUCKY
LEXINGTON, KY.



OHIO STATE UNIVERSITY
COLUMBUS, OHIO



SCHOOL OF AGRICULTURE
WEST VA. INST. N. C.

ESSEX-MODEL INCUBATORS AND BROODERS.

EXPERIMENT STATION HOUSES—Continued

WASHINGTON, D. C.; U. S. DEPARTMENT OF AGRICULTURE
Harry M. Lamon, Senior Poultry Husbandman in Poultry
Investigations.

Washington, D. C., Colony Growing House. Experimenting with houses. The illustration on opposite page under which is printed "U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C.," shows two views of the "Colony Growing House" used on the United States Government Farm at Beltsville, Md. This building is 5 feet 4½ inches high in front and 3 feet 10 inches high in rear. In severe weather the bottom door is lowered and the top door left open. It is expected that this house will prove satisfactory in cold weather, but it has not yet been thoroughly tried at this farm. The dimensions are shown on the photograph.

AMES, IOWA; IOWA STATE COLLEGE
Geo. M. Turpin, Professor of Poultry Husbandry

Iowa Colony House. This is another liberally lighted house—one that is also well provided with ventilation. The "Iowa Colony House" used at Iowa State College, Ames, Iowa, is illustrated on opposite page. This house has been used with success at Iowa Station for several years. The dimensions are shown on the photograph. Its total cost is \$58.22, including interior equipment of roosts, nests, etc.

LEXINGTON, KENTUCKY; STATE UNIVERSITY
J. J. Hooper, Professor of Animal Husbandry

Kentucky Colony House. Opposite appears the Colony House that is now in use at Kentucky Experiment Station. This house is recommended to be made 12 to 14 feet deep instead of 10 feet. (See dimensions on the photograph.) The cost is \$32.50. It is said to be popular because it is easy to clean the litter out and to clean the droppings boards. Roosts, droppings boards and nests are removable. The wooden awning at top and front protects the cloth curtain from falling snow and rain. This house is built of matched flooring. Last winter being most severe, the combs of the male birds were nipped. December, January and February, according to Weather Bureau data, were the three coldest months ever known in Kentucky.

COLUMBUS, OHIO; STATE UNIVERSITY
F. S. Jacoby, Assistant Professor in Poultry Husbandry

Ohio K. D. Portable Colony House. This Ohio Colony House is shown on the opposite page. Its cost, not including labor, is placed at \$27.80. Total cost about \$40.00. This house is designed as a breeding pen for farmers or town poultry keepers. It is built in sections so that it can be easily taken apart. Roost and droppings platform run across the rear. Nests are underneath the droppings boards. The glass window swings sideways; the cloth window swings up and fastens to the roof. Last winter temperature went as low as 10 degrees below zero, and none of the fowls suffered except a Leghorn cockerel whose comb was frozen. The fowls laid very well during the winter. The dimensions of this house are shown on the photograph.

WEST RALEIGH, N. C.; COLLEGE OF AGRICULTURE
Thos. H. Taylor, Poultryman

West Raleigh, N. C., Colony House. See opposite the "Colony House" in use at North Carolina Experiment Station—both front and rear view. The dimensions are shown on the photograph. The cost of material is \$20.00, including two coats of paint and a Yale lock; total cost, including labor, \$35.00 or \$40.00. For summer use the drop door in the rear is said to be advantageous, providing the house is in a sunny location. It aids in keeping the house cool. When the back door is closed there is no draught. The opening is high enough to admit sunlight to the rear. The coldest weather last winter was about 6 degrees above zero, and the stock came through in fine shape, except in two houses which were not quite tight at the back, wherein male birds had their combs slightly frozen, due to the draught.

"FIRST TIME I EVER LAID HANDS ON ONE"

PATERSON, N. J., Feb. 7, 1911.

Robert Essex Incubator Company.

Dear Sirs:—Last year I bought through your agent here a 50-egg Incubator which pleases me very much. It was the first time I ever laid hands on one, but nevertheless hatched from 42 fertile eggs 33 chicks, and the second time hatched 37 chicks from 40 fertile eggs, and was very lucky to raise all but 7 to maturity.

This indeed is a very good advertisement for the little machine, and through it I sold one 100 and one 50-egg Incubator to friends.

Results as above are the best recommendations.

Yours respectfully,

REV. J. A. FREY.

GOT 84 PER CENT. THE FIRST TRIAL

NORWICH, CONN., Oct. 14, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I would like to have you send me the prices of eggs you have for setting of the White Rock, White Wyandotte and White Orpington. I have one of your machines, and if the eggs give as good satisfaction as the machine does, I will be well satisfied, and will get some at or by the first of March, for I am going in the business in the spring. I hatched in the new machine once. It was the first incubator I ever had anything to do with, and I got 84 per cent. hatch. I am going to set it again in the spring.

Yours truly,

R. E. POWERS.

15 YEARS OLD, HATCHED 79 PER CENT.

EAST HARTLAND, CONN., April 29, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I received the No. A 70 egg incubator all O. K. and have taken off my first hatch, 54 chicks from 68 eggs. I am 15 years old and am raising chickens for myself. I am delighted with my machine and will set again as soon as possible.

Yours truly,

WM. A. BARNES.

"DON'T YOU THINK I AM DOING WELL?"

ELKTON, KY., Feb. 4, 1912.

Robert Essex Incubator Company.

Dear Sir:—I have one of your No. 1 Essex-Model Incubators that I have used with perfect satisfaction. The first hatch out of the machine I set 165 eggs and hatched 124 chickens. That was the first incubator I ever had anything to do with and that hatch came off July 3, 1910. Since then I have done better; I have hatched 135 from 165 eggs. Don't you think that is doing very well for a beginner? I think your machine all that one could ask for. If the operator runs the machine as directed, I am sure the machine will do its part. I am sure when I buy another machine it will be another Essex-Model, for I don't think that I could find any better one.

Yours truly,

TAYLOR PRICE.

"HOW IS THAT FOR A BEGINNER?"

ST. AUGUSTINE, FLA., April 30, 1912.

Robert Essex Incubator Company.

Dear Sir:—About a month ago I purchased from Mr. Martin, your agent in Jacksonville, a New Homestead Incubator, a seventy (70) egg size. I will say that it is as fine a machine as there is on the market for the price (or any other price). I placed in it seventy (70) eggs, after I tested them, fifty-two (52) White Leghorn eggs, and eighteen (18) Buff Orpington eggs. Out of the Leghorn eggs forty-seven (47) hatched. Eleven (11) of the Orpington eggs hatched. How is that for a beginner? I will certainly speak a good word in praise of your Incubators.

Respectfully yours,

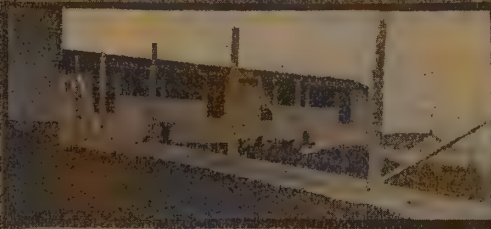
L. R. HITE,

City Treasurer.

Experiment Station Poultry Houses



ONTARIO AGRICULTURAL COLLEGE, GUELPH, ONT.



MINNESOTA AGRICULTURAL UNIVERSITY, ST. CLOUD, MINN.



MAINE AGRICULTURAL COLLEGE, ORLANDO, ME.



ILLINOIS AGRICULTURAL COLLEGE, URBANA, ILL.



NEW YORK STATE COLLEGE OF AGRICULTURE, ITHACA, N.Y.



OREGON AGRICULTURAL COLLEGE, CORVALLIS, ORE.

ESSEX-MODEL INCUBATORS AND BROODERS

EXPERIMENT STATION HOUSES—Continued

GUELPH, CANADA; ONTARIO AGRICULTURAL COLLEGE
W. R. Graham, Professor of Poultry.

Ontario Open Front Poultry House. A bold step in poultry house experiments is shown here. It is stated regarding this house that while cotton screens, properly adjusted to meet changeable weather conditions, might be advantageous, yet as few farmers would be on hand at the time to do the adjusting, it is deemed best to leave it entirely open. The large window in the west, essential for light, should be hinged at the top, to be opened in summer. The open-front house apparently keeps the stock in better health, brighter plumage, and they require less labor in this house than in any other that has been used. The dimensions are shown on the photograph. This house has been freely adopted in Ontario, and has given satisfaction in severe winter weather. Cost (with cement floor) about \$100.00; without floor about \$75.00.

MORRIS, MINNESOTA; WEST CENTRAL DEVELOPMENT
ASSOCIATION
S. D. Snortum, Accountant.

Minnesota Poultry House. A north-country house. The illustration to the left gives a view of the front of the house, showing the duck-covered ventilators and the proportionate size and position of the windows and ventilators. This house is 40 feet long, 14 feet wide, 7 feet high in front, and 5 feet in rear. It is divided into two apartments, and has a cement floor which is well covered with straw in winter. It faces south, and having a low north wall has given very little trouble during cold weather.

CROOKSTON, MINNESOTA; UNIVERSITY OF MINNESOTA
C. E. Brown, Poultryman.

Minnesota Farmers' Poultry House. Another north-country house. The illustration to the right shows the type of poultry house that is being recommended to farmers and poultrymen with satisfaction. It is constructed with a loft overhead to be filled with straw, which eliminates the dampness in winter, and prevents the house becoming extremely hot in summer. The size recommended is 16 feet wide x 16 feet deep x 6 feet 6 inches high for 50 hens, or double the length for 100 hens.

KINGSTON, RHODE ISLAND; STATE COLLEGE
D. J. Lambert, Instructor in Poultry.

Rhode Island "Modern" Poultry House. The dimensions of this house are given on the photograph. This house is 12 x 16 feet, and contains two rooms. It is the intention to build a number 12 x 12, with the same style of roof, but with only one room, which are expected to cost \$60.00 each. The hens did well in this house last winter, with the thermometer below zero many nights. Some of the males had frozen combs, but it is thought there is little fear of this if the curtains are manipulated properly. The entire front is open every day, and at night during mild weather. Generally in cold weather the curtain is dropped to within one foot of the bottom. The entire front is seldom closed, except in very stormy weather—not over five or six nights during the year. When the curtains are raised the sun can reach the rear of the room in winter.

OTTAWA, CANADA; DOMINION EXPERIMENTAL FARM
A. G. Gilbert, Poultry Manager.

Ottawa Poultry House. The dimensions of this house are given on the photograph. The object is to secure a house that is well ventilated, dry, and fairly comfortable. This house has given satisfactory results. It is considered that the window in front is more advantageous than if the front were wholly of cotton. None of the combs of the birds was frozen, although last winter was severe. Probable cost about \$40.00 or \$50.00.

ITHACA, NEW YORK; STATE AGRICULTURAL COLLEGE
C. A. Rogers, Assistant Professor of Poultry Husbandry.

New York "Model" Poultry House. The dimensions of this attractive double house are shown on the photograph. It has been used in extremely cold weather, the temperature falling as low as 10 or 12 degrees below zero. It is considered that the size of the opening in front is too large for such severe weather. There was considerable frosting of combs in the house during the winter. The pens in this house are 12 feet square. The cost is estimated at \$115.94.

CORVALLIS, OREGON; AGRICULTURAL COLLEGE
James Dryden, Professor of Poultry.

Oregon Open Front Colony House. House is 7 x 12 feet in size; the height is 8 feet at the peak and 5 feet at the eaves. The lowest temperature in Western Oregon during the winter is about 15 degrees below zero, although there are really only a few days during the winter that it freezes. It is intended to afford poultry favorable hygienic conditions. The house is built to meet the requirements of fresh air and fresh ground. There is no glass window in the house, and it is not thought necessary where one end is entirely open. The house was built especially for the Oregon climate. The dimensions are shown on the photograph. The cost of this house is about \$16.00 for material only; total cost about \$30.00.

"FIND IT A SUCCESS"

ROCK CAMP, OHIO, March 25, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I have one of your Incubators. I like it very much and find it a success.

Yours truly,

MRS. JOSEPHINE A. KEYS.

SET THREE TIMES—FINEST ON THE MARKET

MARION, OHIO, July 29, 1912.

Robert Essex Incubator Company.

Gentlemen:—I bought one of your Incubators, and have set it three times. Each time I got from 80 to 95 chicks. I bought it from your agent, Mr. Church. I think it is the finest Incubator on the market. I am going to buy a larger one next year. Please send me your catalogue as soon as possible.

Yours very truly,

MRS. WINIFRED CUSIC.

"I AM SO MUCH PLEASED"

ALGOA, TEXAS, April 2, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I am so much pleased with your Essex-Model Incubator. I have the 200-egg size and have had a good hatch.

Yours very respectfully,

BERTHA C. KAHNEK.

"IT KEEPS SUCH AN EVEN TEMPERATURE"

RICHMOND, VT., April 22, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I bought one of your 170-egg Incubators on March 19th. I haven't had any trouble in running the machine. It keeps such an even temperature. I haven't had any trouble to run it and I like it very much.

Yours truly,

(MISS) MARY CASEY.

"USING NO. 0 WITH SUCCESS"

LANCASTER, N. Y., April 10, 1912.

Robert Essex Incubator Company.

Gentlemen:—I am using your No. 0 Essex-Model Incubator with success.

Yours very truly,

MRS. PETER CUMMINGS.

WOULD NOT TRY WITHOUT CHICK SALTS

POOLVILLE, N. Y., April 8, 1912.

Robert Essex Incubator Company.

Dear Sirs:—Please send me two five-lb. packages of your Essex-Model Nutrine Chick Salts at once, as I am expecting my chicks next week and would not try to raise chicks without it any more than I would think of raising them without anything to eat. I tried the Chick Salts last year and had fine luck with it. Enclosed find P. O. order.

Yours truly,

MRS. FRANK JAQUAY.

USING TWO—HAVING GOOD LUCK

ROBBINSDALE, MINN., May 7, 1912.

Mr. Robert Essex.

Dear Sir:—I am using two of your Incubators and am having good luck with them. Please send me your Big Annual Catalogue.

Yours very truly,

FRANK SCHEID.



PARENT
UNIVERSITY
LIBRARY



MICHIGAN AGRICULTURAL
COLLEGE
EAST LANSING MICH.



U. S. DEPARTMENT OF AGRICULTURE - BUREAU OF ENTOMOLOGY AND PLANT INDUSTRY

ESSEX-MODEL INCUBATORS AND BROODERS

EXPERIMENT STATION HOUSES—Continued

MOUNTAIN GROVE, MO.; MISSOURI STATE POULTRY
EXPERIMENT STATION
T. E. Quisenberry, Director.

Missouri Double Poultry House. One of the style of houses used in the National Egg Laying Contest. It has given entire satisfaction in every particular—better in fact than any other house on the plant. These houses are built in sections, 12, 14 or 16 feet square. The view shown herewith is of a house 16 x 32 feet, divided in the center by a partition. The illustration shows both back and front view. The cost of this size house was about \$170.00. Each section of the house has one window which swings outward; also two stationary ventilators shown in the front views. These ventilators are said to be more satisfactory than cloth curtains, as they do not tear, blow off the hinges, nor fill with dirt. They do not admit a direct draught on the fowls. They are never closed. There is also a ventilator beneath the eaves shown in the rear view of the house. The interior is ceiled on rear wall, and above the roosts. The ventilator in rear makes the house cooler in summer, during which season all the windows and ventilators are kept open. The house possesses a concrete floor. It has no dark corners. The thermometer got as low as 20 to 24 degrees below zero last winter, but not a single comb was frozen on the Leghorn cockerels, while in the other styles of houses the combs were badly frozen. Dimensions are given on the photograph.

AGRICULTURAL COLLEGE, NORTH DAKOTA
O. W. Dynes, Poultryman.

North Dakota Winter Laying House. The poultry house illustrated opposite has been in use for four winters, and during that time not a comb or a toe has been frozen, although the minimum temperature last January ran from 17 below zero to 39 below zero. The suggestion is given that the extreme cold is not the worst drawback when the building of a poultry house is to be considered. Wind is a factor that must be reckoned with. This house possesses a roosting closet which is advantageous. This house is built in two sections, each 18 feet long. It can be built for \$100.00 to \$125.00 per section, or \$200.00 to \$250.00 for the entire house. Dimensions are given on the photograph.

LAFAYETTE, INDIANA: PURDUE UNIVERSITY
A. G. Philips, Associate in Poultry Husbandry.

Indiana Open Front Poultry House. In this hygienic house, while last winter was an unusual one, the temperature going as low as 20 degrees below zero—none of the Leghorns' combs were frozen badly, although some were nipped. The cloth curtains are closed during severe weather. The suggestion is made that a deep house is better than a shallow one. These houses fulfill the requirements of the average house as regards fresh air, dryness, and absence of draughts. It allows plenty of sunlight to reach the interior, and is well ventilated. Some of these houses have cost as much as \$145.00 each. They are said to be expensively constructed on the interior. The dimensions of this house are shown on the photograph.

EAST LANSING, MICHIGAN; AGRICULTURAL COLLEGE
J. O. Linton, Instructor in Poultry Husbandry.

Michigan Farmers' Colony House. The measurements on the photograph of this house are rather indistinct. The house is 8 feet 4 inches high at the peak, 6 feet in front, and 4 feet in rear. It is 14 feet deep and 24 feet wide. It can be built unceiled for about \$75.00. If it is lined throughout it will cost about \$125.00. Unless it is lined it is said to be necessary to make an opening on the north side of one end, preferably the furthest end from the door, for ventilation in summer. This can be accomplished by a small window made to swing outwards.

NEW BRUNSWICK, NEW JERSEY; AGRICULTURAL
EXPERIMENT STATION
Harry R. Lewis, Poultry Husbandman.

New Jersey Unit Laying House. The full title of this attractive appearing house is "New Jersey Curtain Front Multiple Unit Laying House," which indicates that it is possible to increase its size indefinitely by adding new units. Each unit is 20 x 20 feet in size. The illustration shows a double unit. The house possesses a concrete foundation wall 18 inches wide and 20 inches deep. Outside walls and roof are single boarded, the roof being covered with roofing paper. Muslin curtains in front wall are hinged at the top. The total cost, including labor, is \$222.36. Dimensions are given on the photograph.

A NO. 3 GETS A SEVERE TEST

HORNELL, N. Y., Jan. 20, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I have a large 400-egg Incubator running to demonstrate to some of my friends as well as myself. It runs great, regulation perfect. Sunday I put it to the test; opened the doors and cooled the cellar; temperature dropped 10 to 15 degrees, but machine stayed at 102½ with cellar doors open 6 hours. I am satisfied.

Yours truly,

H. M. KEITH.

"EASIEST TO RUN OF ANY MACHINE"

SAVANNAH, OHIO, March 22, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I think your machine is the easiest to run of any machine I ever came in contact with—no laying awake nights running it.

Yours truly,

C. F. STEM.

"SO SCORE ONE FOR ESSEX-MODEL"

ELYRIA, OHIO, May 14, 1912.

Robert Essex Incubator Company.

Dear Sir:—I followed your instructions, and must say that I had good success. I had 49 fertile eggs, and hatched 42 good healthy chicks, so score one for the "Essex-Model"—the peer of them all.

Yours,

A. F. CHRISTY.

HATCHED 85 PER CENT. SO FAR

CENTERBURG, OHIO, June 1, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I have some good eggs ready to set. Have had good luck with the machine so far, hatching 85% of eggs set.

Yours truly,

RALPH W. LING.

204 CHICKS FROM 212 EGGS

SEATTLE, WASH., Feb. 15, 1912.

Gentlemen:—We have been using the Model Incubators for the past seven years, and the results have been very satisfactory indeed. Have hatched 204 strong, healthy chicks from 212 fertile eggs. Not quite 100 per cent., but near enough.

We believe there is no better hatcher than the Model.

Yours respectfully,

FISH BROS.

MIDDLE-PRICE IN 27 DEGREES BELOW ZERO

CHICAGO, ILL., Jan. 14, 1912.

Robert Essex Incubator Company.

Dear Sirs:—Received "New Homestead" Incubator O. K., and it is a dandy. Will probably order another for my neighbor.

The No. A machine I have is sure a great one. The weather has been as low as 27 below zero out at my place, and your machine ran no lower than 101 degrees.

Thanking you very much for your kind and business-like way, and assuring you I will recommend your line of goods wherever I can, I remain,

Yours truly,

C. L. FIES.

HATCHED ALL BUT ONE—TWO HATCHES—ALL LIVING

WEST NEW BRIGHTON, N. Y., Aug. 1, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I purchased one of your sixty-egg Essex-Model Incubators the fore part of June and used it for two hatches. The first hatch came off June 30th and out of 43 fertile eggs hatched 42. The second hatch came off July 22d, and out of 45 fertile eggs hatched 44. All the 86 are lively as crickets today. This season is my first attempt at artificial incubation and I am highly pleased with the showing.

I expect to purchase one of your 120-egg machines for next spring hatch.

Yours very truly,

L. H. COOLEY.

FURTHER EVIDENCE THAT THE "ESSEX-MODELS" ARE THE WORLD'S BEST HATCHERS—ALL UNASKED FOR

FIRST HATCH—123 CHICKS FROM 153 EGGS

WESTCHESTER, N. Y., March 10, 1913.

Robert Essex Incubator Company.

Gentlemen:—On April 10, 1912, I purchased of you one of your No. 1 Standard Incubators. From my first hatch I had 123 chicks from 153 eggs; the second hatch, 127 chicks from 153 eggs.

Yours truly,

EDWIN BLACKMAN.

MY FRIEND GOT 2—I GOT 45

SAND LAKE, N. Y., March 19, 1912.

Robert Essex Incubator Company.

Dear Sirs:—I have one of your Incubators and also one of your Brooders, the largest size one, and I like them very much. I can say that the Brooder is one of the best I have ever seen. I put it to a test last spring and it stood it O. K. This is what I have to say about your Incubator:

A friend of mine bought a ——— machine and started it up in the cellar and I started mine. This was in February, 1911, and he could not get his machine to go at all, but mine went O. K. He got two chicks out of two hatches and I got 45 and raised 43 of them.

Yours very truly,

J. O. DAWES.

FOUR HATCHES 83½ PER CENT. VIGOROUS CHICKS

PORT WASHINGTON, N. Y., June 26, 1912.

Robert Essex Incubator Company.

Gentlemen:—We can truthfully say that your line of Incubators, Brooders, Poultry Supplies, etc., is "America's Leading Line." We have had four hatches in our Essex-Model 410-egg Incubator averaging 83½ per cent. of the fertile eggs. It is not only the hatching, but the vitality, vigor, size and appearance of the chicks. We had formerly made a failure of hatching chicks in a ——— machine. We are certainly pleased with this year's line of goods—"the best in America."

Yours very truly,

OVERBAY POULTRY FARM.

LOST TWO HATCHES—CHICKS DIED

ALLENDALE, N. J., Feb. 16, 1912.

Robert Essex Incubator Company.

Dear Sirs:—Enclosed please find check for \$32.00 for a No. 2 Standard Essex-Model Incubator, and please send it at once as we have lost much valuable time. We have one Essex-Model and several ——— machines, but the Model keeps the temperature and that is the reason we want another. Last year our ——— 360-egg machine lost two hatches for us. Every time the chicks would get the diarrhoea and die. The Essex-Model hatched eggs from the same flock, and the chicks would be O. K.

Yours very truly,

C. H. JURGENSEN & SON.

HELD HEAT ON FROZEN GROUND

MYERSVILLE, MD., March 16, 1912.

Mr. Robert Essex.

Dear Sir:—I have had this machine 5 or 6 years. I have used four or five different makes and would say there is not a simpler machine to regulate on the market today so far as I know. I have held heat right when the ground was frozen on which it stood, and I have run it out in a wagon-shed in summer—practically out of doors. When I used to hatch ducks my per cent. was an average of 75; highest was 90; I have the two No. 3. They will last me my lifetime. They are just as good now as when I bought them, except a little dusty.

Yours,

CHAS. J. BITTLE.

HATCHES MOST AND BEST CHICKS OF ANY

JEFFERSON, MASS., Feb. 6, 1911.

Robert Essex Incubator Company.

Dear Sirs:—I have six "Essex-Model" Incubators and one ———. All but one of these are of the largest chick size. The "Essex-Model" machine hatches the most and best chicks of any machine I have ever tried.

Yours truly,

A. E. HUTCHINSON.

169 CHICKS FROM 200 EGGS

NESHANIC STATION, N. J., Jan. 20, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I think your Middle-Price machine is just as good a hatcher as any incubator on the market. Last year I took off two hatches in a C Incubator. One, 169 chicks out of 200 eggs, and the other, 163 chicks out of 200 eggs.

Very truly yours, D. C. R. HOFF.

SAME EGGS—FAIR TRIAL

E. BETHANY, N. Y., April 10, 1911.

Robert Essex Incubator Company.

Dear Sirs:—I have one of your 120-egg Incubators. Put in 120 eggs. Tested down to 108 eggs, some of which were doubtful, and hatched 96 chicks. Best and most even lot of chicks I ever saw. As I needed more chicks I set another machine of another make which I had, but it gave me only 18 chicks out of 100 eggs, although the eggs were from the same flock of hens.

Yours truly,

W. A. BEDELL.

GOING TO SELL HIS OTHERS

CATSKILL, N. Y., March 8, 1912.

Robert Essex Incubator Company.

Dear Sirs:—Last year I bought a 200-egg machine of you and did not believe a good machine could be made for any such price, but I have got the largest hatch from your machine of any I have ever owned. I am going to sell my other machines and hovers and put in their place Essex-Models, as I believe they are the best machine made.

I am, very truly yours,

A. J. LASHER.

BEEN HAVING NO END OF TROUBLE

PUGET SOUND POULTRY YARDS,
TACOMA, WASH., April 8, 1912.

Robert Essex Incubator Company.

Dear Sirs:—It is with great pleasure we report on the hatch. We have been having no end of trouble all this season; couldn't get over 50 per cent. to hatch with our other machines. Your machine not only gave a better percentage hatch but also they are the liveliest bunch of chicks we have seen for quite a while.

Yours very truly,

J. C. BERTRAM, MGR.

HENS BEHAVED BADLY, THEN INCUBATOR HATCHED TURKEYS, DUCKS AND CHICKS, ALTHOUGH OVER-LOADED

TRACYS LANDING, MD., May 20, 1912.

Robert Essex Incubator Company.

Gentlemen:—I think it is only due to you to tell you of the success I have had with your Middle-Price Essex-Model Incubator Style B.

I purchased this machine through the Rawlins Implement Co., Baltimore, Md.

My first hatch turned out very well. 80% hatched, which more than pleased me, as I had an incubator just previous to this one which I set twice and did not get one chicken.

I set my incubator for the second time three weeks ago, with about 110 eggs, about one week after starting my duck eggs which were set under hens. They began to pip, and as the hens mashed quite a few I decided to put the balance in my incubator. I hatched out over 70 ducks and 15 turkeys. I had to place the duck and turkey eggs on top of my chicken eggs. I feared I was running a desperate risk as I expected to lose practically all my chicken eggs, but as my hens were behaving so very badly I had to make the incubator do double work.

After all this tampering with my hatch, imagine my great surprise and pleasure when I got over 75% out of my hatch, and a good many of those chicken eggs were three weeks old.

I consider the Essex-Model Incubator A1 in every particular—thoroughly reliable, and absolutely perfect in regulation.

Again expressing my great satisfaction and delight in your Middle-Price Essex-Model machine, I am,

Yours truly,

MRS. THOMAS JOHN HALL, 3rd.



TO THE BEGINNER A GOOD START IS IMPORTANT

THE beginner in poultry keeping is apt to start with inferior equipment not suited to his needs. He becomes disappointed as a result, and sometimes quits the business. It needs a business-like equipment to do business with. The beginner who sticks, he who does not quit, will finally find out and get what he needs, but meantime the time and money spent has been lost, and he is that much out. Beginners should remember that to go into business requires business-like incubators and brooders—machines that are built to hatch, and brooders that safely raise the chicks after they are hatched. Don't make a "play-game" of the poultry business. Don't be fooled into thinking that a mere box will do for a brooder or a brooding house; and that an incubator that will do the work can be built and sold for next to nothing. If it could be, then responsible manufacturers—men who have been in the business all their lives, would be making them and selling them at a profit. **Get an incubator that hatches; one you can rely on to start with, and there is a good chance of your success.**

NEVER SAW AN INCUBATOR BEFORE—HATCHED 91 PER CENT.

Dear Sir: DALTON, S. C., April 13, 1908.
I bought one of your 120-egg incubators. I had never had any experience or seen one before I saw this one. I set it on 120 eggs the day I got home with it, and hatched 103 chickens. Cleaned it out, put in a new wick and set 128 eggs the second time and hatched 117 chickens. Am perfectly delighted with it, and am told that not many can beat my hatch; and anything I can say to help recommend or do you any good I will gladly do for you.
Yours truly, L. N. MARTIN.

DID NOT KNOW AN INCUBATOR BUT HATCHED 91½ PER CENT.

Dear Sir: MEXICO, PA., Aug. 20, 1910.
I am pleased to report that the two incubators I ordered some time ago have proved "Models" for sure. The 175-egg machine I sold to R. D. Vosburg, who did not know what an incubator was, and from 94 eggs he got 86 chickens.
Very truly yours,
A. F. FRYE.

"THE EASIEST MACHINE TO OPERATE"

Dear Sir: LOUISVILLE, KY., July 15, 1910.
I can recommend the Model Incubator to the sick as well as to the healthy, and to the beginner, as they are to my way of thinking the easiest machine to operate and the best on the market. I have been sick two years. I have used your Model No. 2 Incubator and your Colony Brooder with decided success.
Very truly yours, J. F. REEDER.

DOING BETTER THAN EXPERIENCED MEN WITH OTHER MACHINES

Dear Sir: SHERKSTON, CAN., July 22, 1910.
I am more than pleased with the Model Incubator. I am located at a little town here in Canada where there are quite a number of chicken men trying to run incubators, and I am the only one who is having what I call good success. They all have different incubators, but no Model, and I think that in the future they will buy your machine because I, although green in the business, am doing better than they are. Anyone with a few brains can run it. I simply turn the eggs in the morning and do not have to look at it again until night. My chickens are strong and growing fast. I can recommend your machine without fear or favor. I think your "Nutrine Chick Salts" is A1.
Respectfully yours, W. A. GOTWALT.

HATCHED 90 PER CENT. WITH NO EXPERIENCE

Dear Sir: SPRING HILL, TENN., April 1, 1907.
I purchased one of your 80-egg machines last spring, and without having had any experience I hatched 90% of my fertile eggs. The machine ran perfectly.
Very respectfully, JOHN C. COPELAND.

NEVER RAISED A CHICK BEFORE

Dear Sir: COCHRANTON, PA., July 22, 1910.
I never raised a chicken in my life until I used your incubator. Anyone could operate it. I have had it nearly two years. I hatched 150 chicks from 165 eggs (90%) and raised 137 of them. My chickens are all healthy. I never raised anything but common chickens for market and for laying. Your machines could not be better. I have 600 chickens that I raised since the first of March in one Model Incubator. I have used your Lice Spray and Disinfectant and found them perfect.
Very truly yours, M. W. DELO.

"A BEGINNER HAS NO TROUBLE AT ALL"

Dear Sir: MCKEESPORT, PA., July 14, 1910.
A friend recommended your Model Incubator as the best on the market. The Standard Incubator and Brooder are so simple that a beginner has no trouble at all in using them. I would not use any other. I got 72 chickens out of 80 fertile eggs and raised 90% of them to maturity in your brooder. They are strong and healthy and grow very fast. I have some now weighing 3¼ lbs. at three months old. There is no other incubator like the Model in appearance. To my mind it has them all beat to a standstill. I never had any trouble with mine.
Yours very truly, JOHN N. DERSAM.

"SO EASY TO UNDERSTAND"

Dear Sir: NEW ORLEANS, LA., Aug. 10, 1910.
A beginner can operate your incubator and brooders satisfactorily. They are so easy to understand. My last hatch was 127 chicks out of 135 eggs (94 per cent.) I sold them all as baby chicks. I have recommended your machine to many others as I feel well satisfied and my poultry business has been above my expectations. I have done very well.
Very truly yours, L. M. WRIGHT.

BEGINNER RAISED 94 PER CENT.

Dear Sir: BELLEFONTAINE, O., Dec. 3, 1908.
Your brooder used last spring is all right. Put 100 chicks in and raised 94. Pretty good for a beginner I guess. I will want two or three more brooders in the spring.
Very truly yours, GEO. J. STARKEY.

HIGH RECORD LAYERS MUST BE HATCHED RIGHT

HIGH record layers must have stamina, and health, and breeding, just as fast horses need stamina, and health, and breeding. The breeding of the layers rests with the poultry keeper—the stamina and health depend in considerable part on the hatching. If the eggs are set under a lousy or diseased hen, or one that leaves the eggs at frequent intervals to take care of themselves, the germs in the eggs weaken. That affects the chicks of course. If the eggs are placed in inferior incubators where the ventilation and heating is not properly governed, that also affects the strength of the germ. A cheaply built hot-box is not such an incubator as embodies the hatching principle. A few chicks may be hatched in a manure heap—it has been done, but it is not business. The incubator that hatches the most chicks, and the strongest chicks, hatches also the record layers—no doubt of it.

LAID 257 EGGS IN ONE YEAR

Dear Sir: EAST SYRACUSE, N. Y., Jan. 14, 1907.
Have had splendid results with the Model the past season. My 257-egg White Wyandotte hen was hatched in the Model. Wishing you a successful season, I am,
Yours very truly,
E. C. BLACK.

GATHERED OVER 10,000 EGGS

Dear Sir: GASPORT, N. Y., July 2, 1910.
I am now using two of your incubators, a No. 2 and No. 3, and if you beat them you will have to get up early in the morning. My first hatch came off March 23rd. I put in 380 eggs, tested out 41, leaving 339 in the machine. I got 317 chicks—93½ per cent. of the eggs hatched. They are good strong chicks. I have hatched in all this season 1600 and have sold 1100, and I have the balance at this writing. I have 100 Brown Leghorn hens and have gathered over 10,000 eggs since the first of January.
Very truly yours,
M. E. VODRA.

"RECORD BEATS EVERYTHING IN OUR SECTION"

Dear Sir: BATH, PA., July 11, 1910.
I wish to say that I am operating a Model Incubator successfully. I started in the poultry business in February of this year with four hens and one cockerel and at this writing I have 200 young chicks ranging in weight from ½ pound to 4½ and 5 pounds. One pullet started to lay on the 29th of June (two days before it was four months old). Up to this writing it has laid ten eggs. This is a record which beats everything in our section; in everything—feeding the stock to produce plenty of good strong fertile eggs, hatching nearly every egg, and raising them with a two per cent. loss. Anybody doubting these facts is invited to call and I will show the results.

Very truly yours,
E. A. GRAVER.

RAISED WINTER LAYERS AND WINNERS

Dear Sir: BUFFALO, N. Y., July 5, 1910.
I have found your Model Brooder decidedly easy to operate, and have used it with excellent success. I have raised winners in it and they have paid well; also layers that began to lay last October, laid all winter and spring, and some of them are laying yet.

Very truly yours, J. W. STITT.

NOW IN THE EGG BUSINESS ONLY

Dear Sir: ELLICOTTVILLE, N. Y., July 22, 1910.
I have always put my best eggs in the Model and I tell others it is the best machine ever. It is a fine piece of furniture. The very first hatch I made was 60 chicks out of 83 and the same year I hatched 107 from 114 eggs and 102 from 109 eggs, there being only seven eggs left in the machine that did not hatch. It is the best machine of those I am now using. I have in one brood 88 chicks hatched in the Model which are far ahead of those hatched in the other machines. It regulates within a degree. My chicks are strong and large and very heavy and that is what I want. The first year I hatched simply S. C. W. Leghorns that took first and second cockerel, first and second pullet. Since then I have been in the egg business only. I have always used Model Poultry Supplies when I can get them.

Respectfully yours,
CHAS. NORTHRUP.

OVER \$2.50 A HEN—USED NUTRINE CHICK SALTS

Dear Sir: WEST BERNE, N. Y., July 30, 1910.
I think very well of your Nutrine Chick Salts. My chicks grew very fast and easy in the early spring, and the fowls have paid me well, giving an average of over \$2.50 per hen. I am always,
Very truly yours,
GEO. D. SHULTES.

"WINTER LAYERS ALL RAISED IN YOUR BROODERS"

Dear Sir: WHITESVILLE, N. J., July, 1910.
Everything I have ever purchased from the Model Incubator Company has been perfectly satisfactory. Your brooders I rate very highly, and think they are the most reasonable priced machines, considering their fine qualities, on the market today. My winter layers have all been reared in your brooders and from their present appearance ought to give me good results this coming winter. I have five of your brooders. I have used the Model Drinking Fountains and found them very satisfactory.

Very truly yours, F. G. QUERN.

BEGAN TO LAY AT FOUR MONTHS

Dear Sir: GILCREST, COLO., July, 1910.
I have a Model Colony Brooder, and it surely is the finest thing on the market to raise chickens in. I hatched 76 chickens and raised 75 of them. I have extra good luck raising my chickens after they are hatched. Some of them weigh 1½ lbs. at six weeks old, and one pullet began to lay when she was four months and twelve days old. My fowls have paid me well.
Very truly yours, PEARL HENLINE.

HOW MONEY IS MADE IN THE POULTRY BUSINESS



SOLD BROILERS AT \$0.35 AND \$0.40 A POUND

Dear Sir: BALDWINVILLE, MASS., July 11, 1910.
I was a beginner when I bought your incubator, and I found it very easy to operate. I have hatched 170 chicks from 104 eggs (being over 87 per cent. They are all strong and healthy and not a cripple among them. I have no trouble in making them weigh from 3 to 3½ lbs. in twelve weeks. I find your incubator has a good appearance and is cheap. The regulation and ventilation is very good. I feel well satisfied and recommend it to those who wish to get an incubator that is durable, easy to operate, and will hatch as well as any of them. I found the poultry business profitable this year. Broilers were good for 150 per cent. profit. I marketed them for 35 cents and 40 cents a pound.
Very truly yours, E. P. WHITCOMB.

"PAYS WELL AND IS PLEASANT WORK"

Dear Sir: BURT, IOWA, July 5, 1910.
The Model Brooder is the nearest to a real brooder I have yet seen, and I have had good success with them. It is fine. I have two and have raised some winners in them. I am well satisfied with you people so far as I have dealt with you. Everything is all you claim. I have been breeding Leghorns on a small scale but have found it pays well and is pleasant work. My experience teaches me that eggs pay and I am striving to get more and more hens for this purpose. I am breeding S. C. W. Leghorns. I have over 400 pullets now and expect to have a private trade for my eggs this winter. Your poultry supplies are just as good as I can ask for. I am,
Very truly yours, W. A. SIGSBEE.

SHIPPING 60 DOZEN EGGS A WEEK

Dear Sirs: EAST TAUNTON, MASS., Feb. 9, 1910.
I am using two incubators and four brooders of your make and am very satisfied. Have them in use for four years. Am able to ship 60 dozen eggs per week. I raised 1200 chicks last season and lost only 50 out of them. I would like to raise 1000 layers, but lack of capital is keeping me back. I hope to build a new set of buildings for 500 layers. If I shall need anything in your line I will let you know.
Respectfully yours, JOHN KILOWRATH.

"SELLING EGGS AT 50 CENTS"

Dear Sir: 2288 Main St., BUFFALO, N. Y., Oct. 12, 1910.
A year ago this spring I hatched 68 chicks—all big Black Minorcas—in a No. 1 Model Incubator. I put them in your Model B Brooder, and did not lose a chick. After ten weeks I had chickens weighing 2¼ lbs. each. They were hatched on the 8th of May and on the 4th of November I got my first two eggs. During December I got 28 dozen, which sold at fifty cents per dozen. In January I got 38½ dozen, which sold at the same price. Since then I haven't kept track of the number they have laid, but up to date I have received not less than four eggs a day from 31 pullets and have got as high as 20 in a single day. In the month of December they cost me \$3.00 for food and the same in January. The chickens were far stronger than any I ever hatched with hens—perhaps because they have no insects to bother them.
Yours very truly, (MISS) ETHEL THOMAS.

200 LAYERS KEPT MY FAMILY

Dear Sir: VINCENTOWN, N. J., Aug. 13, 1910.
I run an e'even-acre farm, and would you believe it, my 200 layers kept my family of five. This is owing in great part to the use of your incubators. They are reliable, and I have had good success. I have hatched 95 per cent. and raised 90 per cent. to maturity. The chicks grow well—they are strong and healthy, and I have had them weigh about 4 lbs. when only four months old. The finish of your machine is very fine—it is elegant compared with others. And needless to say, your thermostat is very accurate. The machine is perfectly self-acting, and needs no application of water.
Yours truly, ARTHUR STIEBRITZ.

96 PER CENT.—CAN RAISE THEM ALL

Dear Sir: LEWISTON, N. Y., Aug. 1, 1910.
Country stores are now paying me 23 cents a dozen for eggs. I do not breed fancy stock. I find your incubator and brooder very simple to operate. Just follow the directions you send out with them and the chicks will hatch and grow all right. I can raise all the healthy chicks in your brooder. On March 21, 1910, I hatched 58 chicks out of 60 fertile eggs (96½ per cent.) I think the Model has a fine finish and can be operated satisfactorily any place. The thermostat works well and keeps the temperature where it ought to be summer and winter. I do not apply any water to the eggs while hatching as the Model does not need it, and the chicks are strong and healthy.
Yours truly, RALPH W. BROWN.

HOW THEY GROW!

Dear Sir: COUDERSPORT, PA., July 3, 1910.
I use your Colony Brooders and out of two hatches I have lost but one chick in each lot. In my opinion the chicks hatched in your incubator thrive much better than those hatched by hens. I have chicks at six weeks which weigh from one to one and one-quarter lbs. each and others at ten weeks old weighing from two and one-half to three lbs. each.
Yours truly, D. C. ROUNSEVILLE.

BEGAN WITH EIGHT PULLETS—NOW HAVE \$1600.00

Dear Sir: MONTROSE, PA., July 12, 1910.
I began poultry raising with eight pullets which my mother gave me about five years ago and now have about \$1600.00 worth of equipment paid for. I used No. 2 and No. 3 Standard Model Incubators. They are easy to run and are in good condition yet, after using four years. I have averaged about 75 per cent. of chicks and they have nearly all been strong.
Very truly yours, FRED L. BUTT.

\$1910.60 FROM MARKET EGGS

Dear Sir: WEST BERNE, N. Y., July 30, 1910.
From December 1, 1909, to August 1, 1910, I got \$1910.60 from market eggs alone from 750 fowls. That is over \$2.50 per hen. I bought my first incubator in 1905 and it hatches just as good as a new one. My average hatch this year was 82 per cent. and I have hatched 280 chicks out of 330 eggs with only one test.
Very truly yours, GEO. D. SHULTES.

395 CHICKS FROM 407 EGGS IN 360-EGG INCUBATOR

Gentlemen: GASPORT, N. Y., Sept. 28, 1911.
I am using three of your large size incubators and I think they are the best—yes, I think I would be safe in saying they are the very best on the market today.
I put 488 S. C. Brown Leghorn eggs in one of your 360-egg Incubators. Now I expect you will wonder how I got so many eggs in the incubator. I will tell you. I stood them on end. I tested out 81 eggs, leaving 407 eggs in the machine, from which I hatched 395 chicks (over 97%). These I sold at 12 cents each, making \$47.40 out of that one hatch.
Very truly yours, M. E. VODRA.

FOUND THE POULTRY BUSINESS PROFITABLE

Dear Sir: MONROE, N. Y., Aug. 5, 1910.
We have found the poultry business very profitable and are increasing our plant right along. We have now the largest plant in this county. We have a number of Model Incubators and Brooders and consider them the best we have ever used. We are going to discard the others and use only Models. We bought them five years ago and they are as good as new. We have six of your incubators and twelve of your brooders. They don't swell like some of the others.
Very truly yours, EGBERT McELROY.

WOMEN AND POULTRY AND INCUBATORS AND BROODERS

MANY a woman can get a good hatch from a poor incubator with which a man would fail. A man would become impatient. A woman spends more time in the house, and would watch the inferior machine constantly, although she could not afford the time. Even then she frequently fails because a poor machine will not act twice alike. Neither a man nor a woman should be asked to waste time on a poor incubator when there are machines made that need no watching. No man or woman should be asked to bear the loss of eggs that they often experience with a poor machine. There is no saving in buying an inferior incubator. It is money lost and a continuous loss as often as eggs are put into it. The successful poultry keeper will always be found with a good incubator. It is a money maker—a money saver, and a pleasure for a woman to operate. Here are some who have found it so:

MRS. NEUERT PREFERS IT TO HENS

Dear Sir: BUFFALO, N. Y., July 26, 1910.

I bought one of your incubators this year. It was the first I ever had, but I think I did well with it. I am told that I had too many hens with my rooster. I had 35 hens and one rooster, but I hatched 56 chicks just the same out of 76 eggs. They are good and strong. There is no trouble with your incubator, but I have had trouble with hens. One of my hens left her eggs for over twelve hours before I could get her back. I am well satisfied with your incubator, and have shown it to my friends.

Very truly yours,

MRS. V. NEUERT.

MRS. HEALEY SAYS: "PRETTY GOOD, ISN'T IT?"

Dear Sir: MONTGOMERY, ALA., Feb. 15, 1907.

My last two Model hatches have been excellent. In fact, I think that word but ill expresses it. I was unfortunate in getting eggs that did not test out well. I did not fill incubator, and this morning I took out 61 chicks from 65 fertile eggs (93½ per cent.). Last hatch, 158 chicks out of 162 eggs (96 per cent.). Pretty good, isn't it? Mine are White Wyandottes and Brown Leghorns. I have them now in one of your Model Outdoor Brooders, and they are as lively as week-old chicks.

Very truly yours,

MRS. HALLIE HEALEY.

"NO INCUBATOR BETTER THAN THE MODEL"

Dear Sir: ESSICK HEIGHTS, PA., July 22, 1910.

I have one of your Standard Incubators. Any child that can read could use it. I have averaged 70 per cent. of chicks. They have been strong and healthy and I know there is no incubator better than the Model. The ventilation and regulation is perfect to my mind, and I would use no other incubator, if it were given me. My poultry business this year has paid very well, indeed. I have used your poultry supplies, and find them satisfactory.

Very truly yours,

MRS. H. M. ESSICK.

"THE NEWS SPREAD FAR AND WIDE"

Dear Sir: PILOT GROVE, MO., Feb. 2, 1908.

In March, 1907, I set one of your incubators. I put 220 eggs in the machine, and tested out 26, leaving 194, and got a hatch of 192 chicks, being 99 per cent., and the remaining two eggs were pipped. It was my first experience with an incubator and I was well pleased with the results. Now the news spread far and wide of my success, and this morning a lady called me up over the 'phone to know what make of machine I used.

Yours truly,

MRS. J. H. HARRIMAN

MRS. REDDEN ALWAYS SPEAKS A GOOD WORD

Dear Sir: TEXICO, ILL., Jan. 23, 1909.

I think your incubator is fine. I never got less than 208 out of any hatch, and the last hatch I got 230 out of 260 eggs. I have one of the ——— make, but I would not give one of yours for two of theirs, as I don't ever get anything like a hatch out of it with the same care. I always speak a good word for yours.

Yours truly,

MRS. J. W. REDDEN.

MRS. WALKER SAYS: "IT HATCHES BETTER THAN MY HENS"

Dear Sir: LEANDU, TEX., Oct. 4, 1908.

I have found the Model Incubators most satisfactory. Since equipping mine with new thermostat it holds temperature perfectly and averages better per cent. hatches than my hens.

Very truly yours,

MRS. A. S. WALKER.

MRS. MCKEE GOT 91¼ PER CENT.

Dear Sirs: BLADEN SPRINGS, ALA., April 15, 1907.

I received my Model Incubator and Brooder three weeks ago and took off first hatch yesterday. Hatched 112 out of 122 eggs, which I consider very good indeed for a beginner; and besides, we had very variable weather—very hot in day and cold at night. I give the machine the credit of working like clock work. It is very satisfactory.

Yours truly,

MRS. W. C. MCKEE

MRS. GRICE DID WELL WITH POOR EGGS

Dear Sir: SCRANTON, PA., May 24, 1910.

I have had my second hatch out by this time. The first I got 105 chicks out of 130 eggs. They were farmers' eggs I bought mixed: I put 167 eggs in first but tested out 37. This last hatch I got 251 out of 300, but the eggs were not all good. I think I did well. Two of my neighbors have bought new incubators like mine, and they like them better than any other. I cannot praise it too much.

I remain, yours truly,

MRS. E. GRICE.

MRS. VORE RAISED ALL THE CHICKS

Dear Sir: LUDLOW FALLS, OHIO, April 20, 1908.

The Model Colony Brooder that I purchased of you is doing fine work. Have not lost a single chicken of the 132 put in two weeks ago. Am more than pleased with it. Everyone who sees it is delighted. Never saw anything like it. One asked if I hatched the chickens in it.

Yours for success,

MRS. P. J. VORE.

SOME MORE SUCCESSFUL WOMEN

MISS PERRIGO HATCHED 35,000 CHICKS

Dear Sirs: The Village Poultry Yards,
WILSON, N. Y., Nov. 1, 1911.

We have used your Incubators for a number of years, and each year have bought more, until last season we used 21 large machines and hatched 35,000 little chicks in them—and they are as fine a lot as could be found anywhere. We are going to build another incubator cellar this year, so we will need some more of your machines. In our present cellar we have had so many machines and so little room that we placed the incubators one above the other—only allowing enough space for the regulator to work properly. We have never had any trouble with the heat running up—even in the hottest weather.

We placed 150 little chicks in the Brooder we purchased of you during the summer, and today have as fine S. C. White Leghorn pullets as you ever saw.

Wishing you another good year, I am,
MABEL A. PERRIGO, Mgr.

MRS. HENDERSON TELLS HOW TO BE SUCCESSFUL

Dear Sirs: MILLVILLE, N. J., Sept. 30, 1911.

Will send account of what I have done. I am a florist, and started the poultry business with Essex-Model machines. This spring I was the only one in town that had successful hatches, and could not fill all the orders I could get for chicks.

I never lose any chicks as I use Essex-Model Chick Salts. There is no need of losing them if these Salts are used. All would be successful if they would only use the Essex-Model Incubators and Poultry Supplies.

Very truly yours,
MRS. RAE HENDERSON.

MRS. SMITH RAN FIVE GOOD HATCHES

Dear Sirs:

I am a lady 61 years of age, and am running my "Essex-Model" Incubator myself. Now do you not think I had fine luck? Here is what I hatched out in five hatches: In March I put 150 eggs in the incubator and hatched out 135 chicks, 10 eggs being infertile. I started my hatch again, and from 145 fertile Brown Leghorn eggs hatched out 140 chicks. Next hatch I had 140 good eggs and I hatched 135 chicks. In June I put in 150 Barred Rock eggs; 20 of them were infertile, and I got 125 chicks. My fifth hatch was in July, and there were 115 chicks out of 133 fertile eggs.

My daughter also has an incubator, and as I have had such good luck with mine, I am going to run hers.

Yours very truly, MRS. F. SMITH.

MRS. SCHULZE REPORTS "EXCELLENT SUCCESS"

Gentlemen:

I am pleased to report that I have had excellent success with Model B Brooder I bought of you last spring. I have raised a bunch of perfectly strong and healthy S. C. White Leghorn chickens as you can see by the photograph. One lot is in the brooder now, the others are the first bunch I raised in the Model Brooder.

WYALNSING, PA., Aug. 31, 1910.

MRS. H. O. SCHULZE.

THE MISSES NICHOLSON HAVE USED MANY MAKES

Dear Sirs: NEW GLASGOW, P. Q., July 5, 1911.

After experimenting with many makes of incubators, we have decided to use the "Essex-Model" which gives us entire satisfaction. The "Essex-Model" hatches the largest per cent. and the strongest chicks of any machine used by us.

Yours very truly,
MISSES L. & E. NICHOLSON,
Edelweiss Poultry Plant.

MRS. MILES HATCHED 179 OUT OF 200 UNTESTED EGGS

Dear Sirs: MURFREESBORO, TENN., Jan. 23, 1911.

My Essex-Model machine holds 250 eggs, and in the first hatch out of 200 eggs put in I got 179 chicks—almost 90 per cent. of all the eggs put in.

Respectfully,
MRS. C. M. MILES.

MRS. HAMPTON'S ESSEX-MODEL BROUGHT LUCK

Dear Sirs: ST. AUGUSTINE, FLA., May 29, 1911.

I did not have any luck with Incubators until I bought an Essex-Model from your agent in Jacksonville—and it proved very successful.

Respectfully,
MRS. W. HAMPTON.

MISS FORD MADE A GOOD CHOICE

Dear Sirs: BRYANTVILLE, MASS., May 5, 1911.

I had 65 chicks from 100 eggs in my last hatch in one of your incubators, when everyone else had bad luck with setting. I feel glad I made as good a choice of incubators as I did.

Respectfully,
(MISS) REBECCA FORD.



Strong, healthy S. C. White Leghorn Chicks reared in Model Brooders by Mrs. H. O. Schulze, Wyalnsing, Pa.

A BEGINNING WITH POULTRY

Written by a City Office Man

A year ago I was one of those city "apartment dwellers." I was tickled that I had no furnace to tend, no walks to shovel in winter, no grass to cut; in fact, I "let the other fellow do it," without envying him in the least.

We bought our eggs and poultry from the grocer and butcher, just the same as everyone else in similar circumstances, paid whatever price the market demanded, and occasionally took note of the "high cost of living."

One night my wife said to me, "why can't we move where we can have a yard; raise a few chickens; have our own broilers in the spring; fresh eggs the year 'round—eggs that are fresh, and a real chicken now and then to roast?"

"Well," I replied, "that sounds good to me! If you are ready to help with the chickens and take care of them when I am at work, I will see what we can do."

Perhaps we wouldn't have been so ready to come to a decision, but for the fact that some of our friends had moved out to the suburbs, and as we had been out to see them several times, I had in mind a place that I thought would suit our purpose.

It was an old-fashioned house of seven rooms; a small barn with a lean-to chicken house attached, and a half acre of land with berry bushes, fruit trees, and grape vines. The house had no city improvements, but was sound and in good condition. After an interview with the owner we found we could buy it on very favorable terms. This was better than renting; for whatever we would do towards improving the place would benefit us instead of the landlord.

To make a long story short, we found ourselves in possession of our future poultry farm on May 1st. It was quite a change from a steam-heated flat, but we were not paying rent every month; instead, we were proud owners of a place of our own at an expense of about \$10.00 per month for taxes, interest, insurance and other charges.

Almost the first thing we did was to buy an incubator. We decided that setting hens were too uncertain and too much work. It was late in the season and we had to get out a good number of chicks as quickly as possible in one or two large flocks if we expected to have winter layers.

As our knowledge of poultry raising was largely of the kind known as "Book Learning" we did not attempt too large a start, but contented ourselves with a small incubator of 70 eggs capacity. We also bought at the same time a Combination Colony House and Hover, with an enclosed chick yard, or run, a metal drink fount, and a small feeder for fine chick grit and also charcoal. The whole lot cost us but \$25.00.

The incubator we set in the cellar of our house because it seemed the handiest and best place. It was cool there and the temperature did not vary much.

We decided on White Leghorns as the kind of chicks to raise, because they had been recommended to us as early maturing birds, good layers, bright and active; the young cockerels making good small broilers. We bought six dozen eggs from a neighbor and after running the incubator for a couple of days to get the "hang" of it and to see that it was set up and regulated properly, we put them in. The incubator held them nicely.

Now we felt that we were fairly embarked in the "chicken" business. The incubator ran along easily and nicely; and at the end of the first week we tested the eggs by means of the egg tester which was furnished with the incubator. We found ten clear eggs which we took out. Several others did not look just like the description of a fertile egg given in our booklet, but we left them in and a week later tested again and took out five more bad eggs, leaving 57 that showed what was described as a growing chick inside. Out of these 57 eggs we hatched 50 nice fluffy chicks. They looked good to us when we took them out of the incubator and put them in the hover. We had previously set the Colony House and Hover under the shade of four peach trees, near the barn. In the end of the house we placed the hover. This was a circular metal cone-shaped brooder with a curtain around the outer edge and a lamp at one side to furnish proper warmth for the newly hatched babies. We scattered sweepings from the neighbor's haymow about two inches deep, as bedding and to furnish exercise. The hover was warmed to about 95 degrees so the chicks would be comfortable and not catch cold. They seemed like little babies; so we just used common sense, and when they acted cold and huddled together and peeped, we increased the heat so they would spread out under the hover and lie down contented.

Their first food was a fine chopped mixture of wheat, corn, hulled oats, and other grains which we purchased from the local feed man. This was scattered in the litter, and you ought to have seen them scratch. Clean water in the drink founts and fine grit and charcoal in the feed hopper was before them all the time. You could almost see them grow.

We set the incubator again with more eggs from the same neighbor because the first ones had turned out so well, and we wanted both flocks to be from the same stock.

When our second hatch came off, beating the first by five chicks, the first little fellows were large enough to do without heat during the day as the weather was now fine; so we bought a second colony house and put them in it. Wire runs were provided under the shady peach trees and the chicks grew rapidly. After they outgrew the baby food, we gave them fine cracked corn and wheat. Clippings from the lawn furnished green food, for they soon cleaned up every spear of grass in their runs. When the second hatch approached the first in size we allowed them to run together, continuing to use the two colony houses without the hovers. Plenty of clover hay refuse furnished necessary bedding in the colony houses.

You can just imagine how we enjoyed our first broilers. We commenced to kill and eat the young cockerels when they were 10 to 12 weeks old. At this age they were nice and plump and when dressed and split in half and laid in a baking pan with bits of butter on the breast, sprinkled with bread crumbs, and roasted in a hot oven for half an hour, they were delicious. In a city hotel we would have been charged 75 cents to \$1.00 for half a broiler far smaller than these.

When our garden commenced to give us green peas, fresh crisp radishes, tender new beets, and carrots, together with freshly picked red currants and black and red raspberries, our grocery bill grew smaller and smaller, and we began to feel that we had at last solved the problem of reducing the "high cost of living."

By September 1st we changed the chicks, now good sized birds, over to a big new run which took in our raspberry and currant bushes, and grape vines. This land was thick with weeds on account of our not keeping the growth down, because of so much other work this first season. A flock of chicks can be recommended to be the best "weeder" ever tried. It did not take them long to clean up all the grass and weeds and turn over every inch of the ground.

The lean-to attached to the barn consisted of an inner room or section with a board floor and an outer part with cement bottom. The inner room was fitted out with roosts and nests. The boards forming the end of the outer part facing southeast, were removed, and chick wire stretched over the opening, gave the birds an open-front scratch shed to exercise in during the coming cold and stormy months. Dry leaves to the depth of two feet were thrown into this part ready for the winter.

Out of the 110 chicks hatched we now have (November 1st) 45 pullets. Several have commenced to lay and we have some nice fresh eggs of our own raising, while our city friends are paying 60 cents per dozen when they can get them.

Forty-five pullets may seem a small number to have left from over 100 chicks, but as at least half and sometimes more, are usually cockerels, you will agree with us that we did very well indeed; and instead of buying high-priced steak from the butcher, we have been eating high-class poultry from our cockerel pen.

I know you will want to ask about the cost and the profits. It is too early to estimate the latter, for the pullets have not begun to show what they can do. We have not credited the nice broilers we have eaten, presented as samples to our friends, and sold to the wanderers from the city who have stopped to see us. We have kept a record of amount of feed purchased, and next May 1st, a year from the time we started with six dozen eggs, we will be able to tell you what our winter layers have done for us. We are well satisfied that the chickens have made and saved us money.

The cost of the outfit with which we started was:

One 70-egg incubator, one hover, one colony house and run, one water fount and one food hopper, \$25.00. One extra colony house, \$8.50; extra drink fount, 20 cents; one 2-gallon wall fount for use in the scratch shed, 75 cents; one dry-food hopper for mixed grains or dry mash, 75 cents; wire netting, \$3.60.

The hover and colony house proved to be a splendid outfit. We might have bought a bigger incubator, but this one did very well and we shall continue to use it. We will also need a larger one next season if all goes well.

A CITY POULTRYMAN.

NOTE:—The above is the actual experience of a beginner and written to us by him.

We thought you would like to read his story and so included it in our chapters on poultry keeping. He has promised to furnish us with the results of his first winter's work, and if you want to get his complete year's story of "A Beginning with Poultry," send us a postal asking for the final chapters of this very interesting experience. It will be ready for mailing about May 10, 1914.

HOW TO HATCH MORE AND BETTER CHICKS

The beginner who wants to start poultry keeping right, or the man or woman who has been keeping a few birds and wishes to know how to get the best possible results from them, will find this chapter an interesting and a helpful one.

In poultry as in all kinds of stock raising the parent is the foundation upon which one must build, so here is really the point to begin the improvement of stock. If you are just starting, buy eggs for hatching and get them from good stock. If you are already in business it is simply a case of selecting your best birds for breeders, and perhaps introducing new blood.

SELECTING YOUR BREEDERS

If you have only a small number of birds select a few of your best females. By best we mean the brightest, most energetic—the best developed. The early fall is a good time to select them. If pullets, take those that are largest, most shapely, and evenly feathered. Those that seem always busy and alert. If yearling hens, take those that have come through the moult quickest. Breeding from these will insure chicks that will also develop quickly and make early layers. If you have a large number of birds, select one or two pens of from 10 to 12 birds each. If you have pullets and hens make a separate pen of each. See that they are all healthy and strong.

For a male you should use, in the case of pullets, the one- or two-year old bird used the previous season if he is strong and vigorous, or buy another yearling cock. With yearling hens use a strong, vigorous, well-developed cockerel. If your flock is a good laying strain he may be a son of the old birds, but unless he is very strong and vigorous, purchase a bird from some well known breeder of the variety you are keeping. If you want good layers buy from a laying strain. Do not buy baby chicks, but get a mature bird, so that you may be able to judge of his quality. It is better to buy eggs for hatching than to buy baby chicks, as you can get a guarantee from the breeder that they are from a particular breeding pen.

CARE AND FEEDING OF BREEDERS

Birds that are to be used for breeders should be given as wide range as possible so as to make them strong and vigorous by the exercise they get.

A moderately light ration of grain and mash is best so as not to force the pullets to laying too early or to cause the hens to become fat and lazy. But give them a full meal at night.

Don't attempt to force your breeders for heavy egg production. Feed them so they will be in the best possible condition at the time you want your eggs for hatching. Oats, given as a part of the scratch mixture gives vigor.

Mate up your breeders a month or so before you wish to sell the eggs. If you are so situated that you cannot make up small pens as suggested above and must keep 25 to 30 hens in one flock, you should have an extra male bird and alternate them with the females, keeping the one not in use in a separate comfortable coop. This will keep up the fertility and give you eggs that should hatch strong healthy chicks. Three males would be better; keeping one enclosed while the other two are running with the hens. But it is not a good plan to have breeding flocks so large as to have more than one male running with the females at the same time.

CARE OF THE EGGS

Considerable care should be taken with your eggs for hatching. If the weather is very hot or very cold when you are saving your eggs, collect them three or four times daily, instead of leaving them in the nests until night. Many a case of weak chicks or failure to hatch can be traced to neglect of this point.

Eggs for hatching should not be kept too long. Ten days during cool weather, and a week in the season when the weather is warmer, is long enough to keep them; in fact, the sooner they are incubated after being laid, the better. They should be as nearly the same age as possible. Turn your eggs every day, as this keeps them in better condition. An even cool temperature, but not too cold, in the closet or room where the eggs are stored, prevents rapid evaporation of the contents. They keep best in a temperature of about 60 degrees or a little cooler. Chicks sticking in the shell at the time of hatching is often caused by a lack of attention and carelessness in caring for the eggs before they are put in the incubator.

Should you be just starting, and purchase your hatching eggs instead of raising them yourself, or if you intend changing the blood, or wish to improve the variety you are keeping, do not look for bargains in eggs. Select some breeder of the variety you wish to keep, preferably one fairly near you so as to avoid giving the eggs a long trip by express. Write him as to your wants early, considerably before you want to set your incubator and place your order so he will not be hurried by your demands. This will enable him to make better selection for you. When the eggs arrive let them stand 24 to 48 hours in a cool place.

YOUR INCUBATOR

Remember that next to the breeding stock, the incubator is most important. Don't buy second-hand machines which may have been discarded because the owner never had success with them and wants to unload. A good incubator will last you ten years or more with reasonable care, so it pays to buy the best, not alone because it will last you longer, but because with out a good machine, all the care of your breeders or your investment in eggs may prove a loss to you. Six or nine weeks lost out of the best of the hatching season is a great disappointment, to say nothing of your failure to get early pullets for fall layers.

For a few dollars difference in price, do not hesitate in buying the best and most carefully made machine the market affords. When you get it unpack it carefully, and after studying the directions furnished by the maker, set it up just as he says and then use it a day to get accustomed to it and see that it is regulated properly before putting in the eggs. Attend to the machine carefully and regularly. This does not mean running to look at it every few minutes or sitting up with it half the night. A good incubator does not need such attention. See to it morning and evening. Follow the printed directions.

WHEN THE CHICKS HATCH

If your incubator has run properly and maintained a proper temperature throughout the hatch, you may find a few of the strongest germed or new-laid eggs starting to pip on the 10th day. Don't open the door to look at them. Don't flash a light too often into the incubator to see how they are getting along. Keep the machine dark and let nature take its course. You will find some of the eggs will hatch on the 20th day, if they are all new-laid; if not they will be a day longer, but the hatch should be over by the morning of the 22nd day. If they are longer than that it indicates stale eggs or weak germs.

When all are hatched that you expect to get, remove the trays and give a little more ventilation. Leave the chicks in the machine for another day. More chicks are started on the downward path of ill-health by being taken from the machine and fed too soon. Do not let them drop down into a deep nursery as soon as hatched. Some nurseries are far too deep and cold. Chicks will do better if nothing but fine grit and some water is given them the first day in the brooder.

The suggestions given here if followed, will enable you to make a start on a firm foundation and with a definite plan of "How to Hatch More and Better Chicks."

When you have read this chapter, turn to chapter 3 on page 28 which gives you further advice on improving your stock.

It will be wise to keep this book handy, so that the Chapters may be looked up when necessary.



"ESSEX-MODELS" HATCH ALL KINDS FROM BRAHMAS TO BANTAMS, AND THEY WIN

This illustration shows a big Black Minorca cock bird, owned by Mr. Carter, and a tiny Black-breasted Red Game Bantam, owned by Mr. Maytham, both of which were hatched in Essex-Model Incubators. It makes no difference as to the size or the variety, or whether Goose, Duck, Guinea, Partridge, Turkey, or any other kind of hatchable egg, the Essex-Model hatches them all, and does it well. Read what these two exhibitors say about their Winners:

WINNERS HATCHED IN "ESSEX-MODEL"

DEPEW, N. Y., Dec. 1, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I won on S. C. Black Minorcas at the Greater Buffalo Show, November 24-29, 1913, as follows: 1st Cock, 1st and 2nd Pullet, 1st and 2nd Cockerel, and 1st Pen. All above winners were hatched in an Essex-Model Incubator.

Very truly yours,

F. W. CARTER.

WINNING BANTAMS HATCHED IN "ESSEX-MODEL"

BUFFALO, N. Y., Dec. 9, 1913.

Robert Essex Incubator Company.

Gentlemen:—Last spring I used one of your small size Incubators and hatched practically my whole output therein. Evidence that it did a good job is shown by my winnings at the recent Greater Buffalo Show: 1st Cockerel, 2nd Pullet; the Cockerel winning in addition two special ribbons as best Black-breasted Red Male Game Bantam at the Show, and \$2.50 in gold.

I thoroughly believe in using incubators for hatching Game and Ornamental Bantams.

Yours very truly, C. H. MAYTHAM.

HOW TO BREED A STRAIN OF BETTER LAYERS

To succeed with poultry it is necessary to have some knowledge of breeding, and as the principles of breeding are based on the law of heredity, we will refer shortly to the effects of this law.

Heredity is one of the laws of nature that indicates a connection between the different members of a family line—father, son, mother, daughter, aunt, cousin, etc., etc.

"Line breeding," indicates the breeding together of relatives; sometimes close relations; at other times more or less distant. The closer the relation the more likely will the peculiarities of the breed be reproduced. And this applies to defects as well as to qualities.

"Line breeding" as applied to poultry may be adopted to improve type or shape of a variety of fowls, to improve the beauty of the plumage, or to improve egg production. It is to a greater or less degree what is known as "in-breeding"—that is, breeding into the family line.

The nearer perfection in size, shape, color or laying qualities your foundation stock is, the better results you get if you use good judgment in mating.

It is necessary to proceed systematically when breeding in line.

If you have a hen that has produced an unusual number of eggs, and you wish her daughters to be equally, or even more productive, it will not do to rely solely upon the female and to be careless in the selection of a male with which to mate her. The male should be chosen from the same family line if possible, and if it has been bred from females having the same characteristics as the one you wish to perpetuate, you are more likely to secure satisfactory results.

Do not forget that any line—any female—will have some faulty characteristics, and in the course of time in-breeding will bring out these faults just as it will bring out the qualities. To counteract these faults, one must resort to out-crossing—that is, introducing new blood, which must be done carefully and systematically in order that it shall not interfere with the increased egg production you are endeavoring to secure in your flock. The correct way is to introduce new blood by means of a female which is a good layer, and which is so excellent in the absence of the faulty characteristics of your flock that her blood introduced into the flock will likely counteract the fault. This female should be mated to one of the cockerels of your flock, and from the progeny should be selected another female equally excellent if possible; she to be bred back to the cockerel (her sire); and from her progeny may be selected a cockerel to breed into your flock. This last cockerel will be so closely related to your original flock that there is little danger of what is termed "throwing back" to his ancestors that were outside of the family line.

If we introduce an outside male bird and breed him directly to the females of a flock, the result generally is far from beneficial. There are occasions when general improvement is observed, but they are very exceptional, and the closer the outside blood becomes mingled with the blood of the home flock, before being introduced generally into it, the better and more certain will be the results.

Let us give you an example: If you have a strain of layers and the females have developed a tendency to transmit this quality to their progeny when mated along the same line or into the same family, there still may be some defect arise which it is desirable to remove. For instance, if you are raising Standard-breds and wish to breed as closely as possible to the American Standard of Perfection, it may be that your females have what is termed "squirrel" tails—that is, they carry their tails forward over their backs, toward their heads. You may wish to correct this, and in order to reduce the angle at which the tail is carried you must introduce a male having an extremely low tail. This male coming from an entirely different strain (different family line), the mating of these two opposites is liable to result in the progeny reverting more or less to remote ancestors of either or both lines, and showing additional faults, and the result of the mating may be very disappointing to the breeder. This illustrates why in-breeding is resorted to when introducing new blood, as is described above.

It is a fact that some qualities and defects may appear conspicuously in the offspring, and other qualities and defects become obscured or be withheld for several generations and then

appear or disappear in the offspring of a later generation. Although qualities and defects may not be apparent to the eye of the breeder, still we must not assume that the progeny has not inherited some of these qualities or defects, which they may in turn transmit to their young the first time they are brought to the surface by what we may term a contrary mating.

When a breeder succeeds in developing any special quality in a fowl it is often at the expense of some other quality, and this we must combat by careful out-crossing. It will be seen that to properly out-cross or introduce new blood to the whole flock will take two or three years.

Vigor and strength in a flock are absolutely necessary, and we must remind the reader that in-breeding in the majority of cases weakens the flock. It is quite possible to in-breed for vigor, but generally speaking in-breeding is not done with that in view. Very frequently the vigor of the flock is overlooked in the anxiety to impress upon it some other dominant quality. Whatever the object in breeding may be, the first consideration should be strong, vigorous stock. This is particularly true in breeding for egg production. The hen stands today without an equal in transforming grain into the finished product which forms one of the most desirable and nutritious foods known to mankind. Reproduction is most exhausting, and the hen that lays 200 eggs or more in a year, or even 150 eggs a year, requires a constitution that will withstand the physical strain. She requires excellent digestive organs—the ability to eat and assimilate such quantities of food as will produce the eggs and sustain and keep the body in working, healthful condition. If we have two hens of equal egg-laying qualities, it is certain that the stronger hen will lay more eggs than the weaker hen, and will continue to lay for a longer period.

It is clear from the above that one of the first requirements in the production of a flock of good layers is health and vigor. Do not make the foundation of your flock a weak, listless fowl, no matter what her egg record may have been.

If you can make the foundation of your laying flock a male instead of a female, you have a much better chance of succeeding and of securing quick returns. You cannot, of course, decide whether or not you have been successful in your selection until the progeny of the male have been through a laying season. It takes longer, therefore, to satisfy yourself as to the egg-laying quality of a male family line than it does to decide upon the quality of a female line. Whatever male you select see that he has a strong, vigorous constitution. A male that shows no gallantry to his flock—that never calls the females to secure their portion of choice morsels of food—is seldom a fit male to breed from. The male must be strong, vigorous and alert, just as much as the female.

Do not make the mistake of selecting your layers in the spring when nearly every hen and pullet is laying; rather choose the hen or pullet that prolongs the laying season into the fall and winter.

Trap nests should be used for selection of the best layers from which to breed, but if you prefer not to go to that trouble, you can still secure generally good results by breeding from the best laying pen of fowls. This will take longer, and not be so certain as individual selection.

Early maturity can be bred into a flock just the same as prolific egg production. Some families take much longer to mature and start laying than others. One family may begin to lay in six months, whereas another of the same variety may not lay for eight months, just as one family of females may have a tendency to become continuously broody, and want to sit and hatch young, while another will seldom become broody, and cannot be relied upon to sit steadily when it does. Everything depends upon the breeding and upon the characteristics of the family line.

It is a fact that in many cases strong, vigorous flocks have deteriorated and become weak through the ravages of lice and mites. That, of course, indicates inattention and lack of care on the part of the poultry-keeper. Nevertheless, it is difficult in the spring when so much of his time is required to give personal and individual attention to every little chick. If the chicks are hatched by hens and raised by hens, it is absolutely necessary first to dust the hens continuously with insect powder, and then continuously dust the chicks also, and it must be done to each individual chick. There is only one way that we know to avoid most of this unnecessary labor, and that is to use incubators and brooders in hatching and raising the chicks. If the eggs set in the incubator are carefully wiped, then it is certain that the chicks start life without lice; whereas if they are hatched under hens it is just as certain that they start life with many lice.

THE HEART OF THE INCUBATOR IS THE THERMOSTAT

AS the heart-beat governs the circulation of blood in our bodies, so does the thermostat movement govern the temperature in an incubator. It needs no argument to prove that if the heat fluctuates too much the hatch will be poor. The heat entering the incubator is supposed to affect the thermostat and cause it to open or shut the damper and so govern the temperature.

The Essex Corrugated Thermostat (patented) does this. It is acknowledged to be the best, the most sensitive thermostat made. It responds immediately to change of temperature. The form of its construction immediately appeals to the mechanic and convinces him of its superiority without argument. The letters from our customers will be evidence to everybody that this thermostat is perfect and that it does the work it is intended to do quickly and surely, regardless of the outside temperature. It is unnecessary to say that the thermostat is a most important consideration when buying an incubator.

THE HEAT OF A MAN'S HAND WILL WORK IT

Dear Sir: LEBANON, PA., Aug. 6, 1910.

I have one incubator and six brooders. They are easy to understand, operate and are satisfactory; and so are your brooders. I have hatched 85 per cent. of all the eggs put in the machine. The chicks have been strong and healthy. They are Single Comb White Leghorns, and at 12 weeks old they weighed $2\frac{1}{2}$ lbs. Your incubator is certainly the simplest machine of any I know, and as for the Essex Thermostat it is so sensitive that the heat of a man's hand will operate the damper. I am only a beginner, but I feel it my duty to write a few lines with reference to my success with your incubators and brooders. I ran my machine twenty-four hours before putting in the eggs and did not touch the regulating screw for ten days, and the temperature did not vary at all. The lamp makes no difference high or low, the heat is the same in the incubator. The self-regulating part of it does the work. The Standard Model is a "God-send" to poultrymen. I was so confident of the accuracy of the Essex Thermostat that I did not look at the thermometer for two or three days, and the temperature was always the same when I did look. That's why! I hatched 203 chicks out of 245 eggs, all healthy, without any cripples; and all that pipped the shell came out.

Very truly yours, H. F. ELY.

THE BEST THERMOSTAT ON THE MARKET

Dear Sir: SPENCERTOWN, N. Y., July 25, 1910.

Your Standard Model Incubator is easy to understand and operate. I have averaged 75% of the chicks to the eggs set, and they are as good as hen hatched chickens. Your Standard Model Incubator is the best looking machine I have seen. It is ahead of the ——— in looks and efficiency. It is in fine condition even now after bad treatment, having been moved three times. The thermostat is perfect—the best on the market I think.

Very truly yours, A. M. JUDD.

USES "MODEL" FOR SCIENTIFIC EXPERIMENTS

Dear Sir: NANUET, N. Y., July 25, 1910.

I am using your thermostat and incubators for bacteriological work. They have proven very satisfactory.

Very truly yours, RICHARD LEE, M. D.

MOST SENSITIVE THERMOSTAT MADE

Dear Sirs: BARRINGTON, R. I., Feb. 3, 1911.

I use none but Essex-Model Incubators, and believe the thermostat the most sensitive of any thermostat that is made.

Yours truly, THOMAS E. ROBBINS.

REGISTERED TEMPERATURE LIKE CLOCK-WORK

Gentlemen: ST. FRANCIS, WIS., March 7, 1910.

I lately purchased a Model B Incubator and also Model B Brooder. I have just completed my first hatch, and have the chicks in the brooder. Your machines have given excellent satisfaction. The thermostat registered the temperature as regularly as clock-work—and the attention absolutely necessary was very little.

Yours truly, JOHN MAC DONALD.

"YOUR THERMOSTAT COULD NOT BE IMPROVED"

Dear Sir: NAVASOTA, TEX., July 26, 1910.

Chicken raising was a hobby with me for many years, but I am going to try to make a living at it now as I lost my hand last January. Since starting with your incubator I have had wonderful results and my chickens are doing fine. I hatched as many as 73% from market eggs and I have 171 chicks in the yard growing like weeds. Your thermostat could not be improved. I am glad to recommend your incubator to my friends.

Yours sincerely, R. GOLDEN.

DO NOT VARY ONE-HALF A DEGREE

Dear Sir: VINELAND, N. J., July 5, 1910.

I have two of your incubators. They work splendidly. We also have two ——— and two ———. These four incubators of the two makes mentioned are for sale, but not the Models. The other machines warp too much and do not prove satisfactory in the long run. They certainly warped for us while yours did not. The ——— Incubator may do for somebody who can sit on it night and day. Governed by your Essex Thermostat your incubators do not vary one-half a degree right along, while the others varied degrees under the same treatment your machines got. Chicken men near here do not seem to want the ——— after a year's run and many are advertised for sale all the time. My manager refers to your machine and says there are none better, and he has been managing large plants for fifteen years.

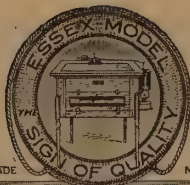
Very truly yours, FRED JULIAN.

THERMOSTAT USED ON OTHER MAKE OF INCUBATOR

Dear Sirs: HADDONFIELD, N. J., March 22, 1911.

Your thermostat and connecting rod arrived, and the thermostat works better on my machine than I ever saw one work. It will hold the temperature to the fraction of a degree. It is absolutely perfect.

Yours truly, W. C. BARCLAY.



ESSEX-MODEL

INCUBATORS~OF~QUALITY

ESSEX-MODEL INCUBATORS ARE GUARANTEED

WE GUARANTEE the Essex-Model Incubators to be Automatic in Regulation, and to hold more even temperature throughout the Egg Chamber than any other make sold at the price. This great advantage is secured by superior construction and by the use of our **Essex Corrugated Thermostat** (Patented), which is more sensitive, therefore quicker to respond to change of temperature than any other. (Being Patented it cannot be used in any other make of Incubator without our consent.)

WE GUARANTEE the Essex-Model Incubators to be Automatic in Heating and Ventilation. To ventilate other makes of Incubators you have to open and shut slides, which requires careful attention and years of practical experience. The Essex-Model ventilates itself automatically.

WE GUARANTEE that a beginner can operate the Essex-Model Incubators. No other Incubator is built upon so simple and perfect a principle. No previous experience is required to use it. As explained above, it **Heats and Ventilates and Regulates Automatically.**

WE GUARANTEE that Our Standard and Middle Price Incubators will hatch more successfully than any other machine made. They automatically combine the fresh cool air with the warm air to conserve the natural moisture in the eggs and to prevent chicks dying in the shells. The hot air is used only once; the foul air is automatically expelled from the machine, thereby making room for a new supply of fresh air. Therefore the air in the egg chamber is always fresh. This principle is possessed by no other machine.

WE GUARANTEE the Essex-Model to hatch more strong, healthy chicks than any other Incubator made when run under suitable conditions. Many customers report hatches of from eighty to ninety per cent. (a few reporting one hundred per cent. hatches), so that the Essex-Model has proven to be the **World's Best Hatcher.** (See the letters on page 4 and other pages of this catalogue.)

We GUARANTEE that the Essex-Model Incubators are in successful use on Government and State Experiment Stations, on Large Commercial Plants, and by leading Fanciers and Exhibitors all over the world.

WE GUARANTEE the Essex-Model Incubators to be as represented; to be constructed in a superior manner of high grade material; and to be delivered in perfect order—all complete, with regulator, thermometer, egg tester, etc., with nothing more for you to buy except the oil for the lamp.

1914 ESSEX-MODEL INCUBATORS

AMERICA'S LARGEST LINE OF "STANDARD," "MIDDLE-PRICE," "NEW HOMESTEAD," AND "MAMMOTH" INCUBATORS

Here we tell you why the Famous Essex-Model Incubators are Recognized as the
World's Best Hatchers. For Illustrations see Pages 41 to 49

THIS Company builds Five Styles of Incubators—Our "STANDARD" Essex-Model, recognized as the *Incubator of Quality* among machines of the highest class—the *most superior Incubator made anywhere, by anybody*. Our "MIDDLE-PRICE" Mission-Finish Incubator—an up-to-date machine specially built by us to fill the need for a first-class hatcher at a moderate price, acknowledged to be unequalled in its class, and better than many incubators that cost considerably more. Our "NEW HOMESTEAD HATCHER"—a hot water machine for those who prefer hot water incubators. Our "MAMMOTH SECTIONAL" machines built to hold from 800 up to thousands of eggs in sizes to suit our customers; and our STANDARD DOUBLE-ENDER, a machine that holds 1100 eggs, and is *the lowest price, most perfect machine of its size that is made*.

These Five Styles of machines are built first of all with a special regard to *Quality and Hatchability*. The prices are a secondary consideration, our practice being to first construct a high-class machine and afterwards fix the price as low as possible—just sufficient profit to give us a small interest on our investment.

Our "STANDARD" is built in Seven Sizes; our "MIDDLE-PRICE" in Three Sizes; our "NEW HOMESTEAD" in One Size only; and our "MAMMOTH SECTIONAL" in any size from 800 eggs upward.

Let us tell you how well these machines are made, first of all describing our World-Famous "STANDARDS."

THE ESSEX-MODEL "STANDARDS"—THE MOST SUPERIOR INCUBATORS MADE

Seven Sizes and Prices—See Illustrations on Pages 41 to 45!

SUPERIORITY IN INCUBATORS is lasting! Most successful poultry raisers can trace their success to good judgment in selecting high-class equipment. Everything necessary in an incubator is found in ours—nothing omitted to reduce expense.

THE BEGINNER in poultry keeping desiring to secure the best hatcher needs one upon which he can place reliance from the start; one that is simple to operate; one that by reason of its superior construction proves most durable and most dependable, thereby insuring success from the beginning.

THE EXPERIENCED, successful poultry keeper before buying an incubator satisfies himself that the machine is built by men who are capable of constructing reliable "Hatchers"; which means that something more than mere ability to put a machine together is necessary. It means that there must be a practical as well as scientific knowledge of the laws of incubation; a knowledge of the principles of heating and ventilating; and what is just as important, a knowledge of the details which govern the hatching of *strong, healthy chicks—chicks that will live and thrive after they are hatched*.

If you want an incubator that you can always—all the time, rely on; if you want one that will work for you in cold weather as in warm; that will hatch when the hens go on strike; in other words—if you want an incubator that will incubate whenever you are ready with your eggs, whether it be down to zero or up to 90 degrees in the shade, *you must get one that is Built to Hatch*. There is no way out of it! When your hens won't sit during the cold

weather, you need an incubator that will—and *there is just as much difference in incubators as in hens*.

The *Superiority* of the Essex-Model Incubators begins with the lumber with which they are constructed. Our "STANDARD" Incubator is made of *sound, kiln-dried CHESTNUT—the only Hardwood Standard Incubator made*. To the thinking person it will be clear that the material used in an incubator has much to do with its hatching as well as its durability.

Let us tell you why!

Eggs are composed in large part of water. An incubator that draws the moisture from the eggs causes chicks to die in the shell. CHESTNUT is a hard wood that is most impervious to water, and is affected but little by moisture and changeable temperature. Its use is a very important step towards a good hatch. In evidence of the fact that Chestnut is the best of all woods in Incubator-making, let us print an extract from the "Electrical Record." Here it is:

Life of Telephone Poles

Electrical Record

The average life of an untreated seasoned pole depends so much upon the kind of timber, its condition when set, the character of the soil and the climatic conditions, and these are all so variable that a definite statement as to the average life is difficult. Most companies can closely estimate the average life of their poles as controlled by their local conditions by referring to their pole records. The average throughout the country, however, is apparently somewhat as follows: Cedar, 13½ years; chestnut, 12 years; cypress, 9 years; pine, 6½ years; juniper, 8½ years.



INCUBATOR JOINING ROOM WHERE WE MAKE AMERICA'S LARGEST LINE OF INCUBATORS

It will be seen from the foregoing that Chestnut lasts 12 years, so proving our statement that Chestnut is affected but little by changeable temperature and by moisture. It costs nearly a third more than Pine, etc., and being hard wood is much more difficult and costly to work, but its use is ONE OF THE MEANS WE ADOPT FOR MAKING OUR "INCUBATOR OF QUALITY." We think it pays us because we know it pays our customers!

WHAT CAUSES DEAD CHICKS IN THE SHELL

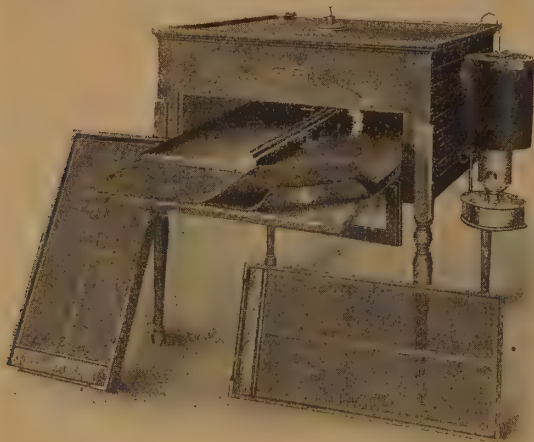
Let us illustrate to you the need of a correct PRINCIPLE in incubator construction. *The cause for the adoption of an incorrect principle is lack of knowledge of what is required, or a desire to cheapen the cost of production.* Generally the fault is in the method of heating the incubator. Hot air forced

into an incubator again and again becomes vitiated—dead—the moisture having been drawn from it. In that vitiated condition the air has a similar effect on the eggs to that caused on the soil by the hot sun after a summer shower. It dries them up! It simply sucks up all the moisture it can—and of course it gets the moisture from the eggs in the incubator, just as the sun draws it from the earth. The hot air absorbs the moisture. The "Essex-Model" principle of incubation is to heat the air *once only*; and then, to avoid losing even the slightest moisture from the eggs, it automatically introduces fresh moist air to the egg-chamber, there to assist in preserving the moisture in the eggs. This fresh air is introduced by means of our *slat-bottom* construction that has for nine or ten years been limited to our Standard Incubators, and which now is being imitated by other manufacturers who have finally concluded that it is the correct principle. We lead, others follow! BY SUCH KNOWLEDGE AND MEANS AS THESE OUR CLAIM TO THE "WORLD'S BEST HATCHERS" HAS BEEN ESTABLISHED.

MORE ABOUT MOISTURE

Don't be misled into supposing that you can put moisture back into the egg after you have once drawn it out. You may put all manner of sponges and moisture pans, etc., into the incubator, but if you have taken the moisture from the eggs you cannot replace it. If the damage to the eggs has been done you cannot help it. At the same time you can so surround the egg with moisture as to practically drown the germ or the chick within the shell. *Too much moisture, too much dry hot air and too little fresh moist air kills the germ or kills the chick.* Therefore, avoid heating the air more than once. We claim that our principle of heating the air once, and then automatically mixing that air with the fresh air direct from the outside, is the only correct method, and the success of our machines proves it.

It will be readily understood from the above that the "Essex-Model" is *the only Correct-Principle*,



ESSEX-MODEL "STANDARD" INCUBATOR

Showing superior interior arrangement. The egg trays are removed; the lower diaphragms are drawn out, showing the layers of felt which forms part of our advanced and successful system of ventilation. It all costs money, but it "makes good." No other like it anywhere.

ESSEX-MODEL INCUBATORS



A CORNER OF THE STANDARD ESSEX-MODEL

Cutaway section showing massive band around the top; solid one piece eight-sided corners (indicating great strength); double walls and top and laminated cotton packing. The "World's Best Hatcher" is secured only by such Superior and Costly Construction as this.

Moisture-Conserving Incubator made. It is, in addition, the only Self-Ventilating, Hot-Air Incubator made. A machine that has to be ventilated by slides is not Self-Ventilating; it leaves that important work for the user to do; and readers will doubtless bear these important matters in mind when selecting an incubator. *It is such matters that govern the hatch—the number of chicks, and their vigor.* Do not be misled by erroneous claims.

HOW SUPERIOR THE ESSEX-MODEL IS MADE

Let us now tell you how the Essex-Model "Standard" Incubator is made. In it we have a Superior Hardwood Incubator which takes a handsome natural-grain furniture finish. No more



TOP OF STANDARD ESSEX-MODEL INCUBATOR

This shows 79 screws in the top of a Standard Machine. When you figure that it takes about ten times as long to put in a screw as a nail, that means ten times the labor cost, but it spells "Superiority." See also the massive chestnut band around the top.

attractive incubator could be devised, and no more durable one obtained.

In framing or joining the Essex-Model Standard Incubator, the joints of the case and sash are made with long tenons and carefully fitted and glued. To secure great strength and resistant power, the case is constructed of narrow two-inch Chestnut paneling, naturally and beautifully grained. The labor on these narrow panels cost three or four times as much as it would cost to use one wide board, but the machine is that much more substantial, and resists extreme changes in temperature and moisture that would cause inferior machines to twist and warp. As a further addition to the superiority of this machine we screw down



A SECTION IN OUR METAL DEPARTMENT, WHERE THE WALL FOUNTS, FOOD HOPPERS, ETC., ARE MADE

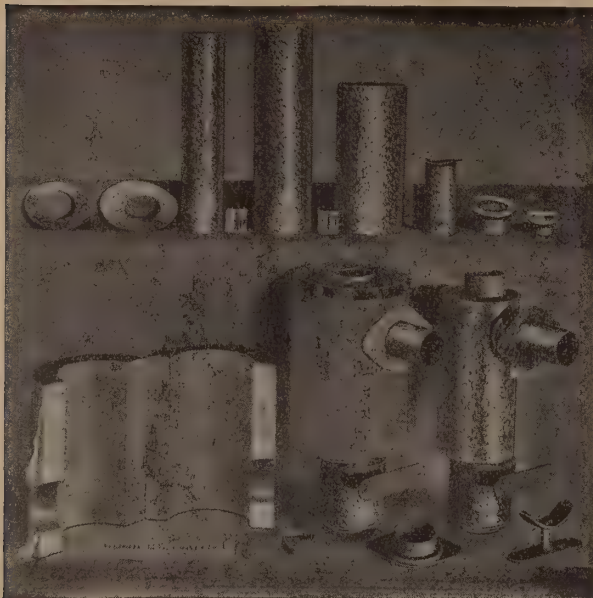
ESSEX-MODEL INCUBATORS



ESSEX-MODEL OSTRICH INCUBATORS

Part of a foreign shipment of Ostrich Incubators showing drawers and diaphragms removed. The small illustration to the left shows drawers in position for shipment, but the door being open for inspection. The workman is screwing on the door buttons, etc. ALL-CHESTNUT—THE MOST SUPERIOR OSTRICH HATCHER MADE—See pages 36 and 45 for further description and illustration.

the center of every panel in the top—screw, not nail. By the illustration (page 33) it may be judged how much more that costs than nailing. The massive band around the top is also screwed on. When you figure that it takes about ten times as long to put in a screw as a nail, that means ten times the labor cost; but this is **ANOTHER MEANS WE HAVE OF MAKING IT SUPERIOR.**



FORMING THE ESSEX-MODEL HEATER

These are the many parts which go to make up our asbestos covered, tight-joint Heater. Costly but Superior.

It is not strange that we should consider it advisable to add around the top of this Standard Incubator, the massive three-inch band. It adds to stability, resistant power and durability. This Incubator is built to last a lifetime; and this band, which might be omitted if we wished to cheapen the machine, is **JUST ONE MORE EVIDENCE OF SUPERIORITY.**

The Door.—The doors on all of our machines fit snugly. They will not readily swell and stick fast, nor shrink and gape open, nor warp out of shape as do doors of soft wood. It is only our use of High-grade Chestnut that admits of making a perfect fitting door because, as has been shown, this hard wood is but little affected by heat and moisture changes. It is a serious mistake to fit doors loosely, leaving an open space all around, to allow for swelling of the wood in a damp location or cellar; because later, when again dried out, this soft wood shrinks away and leaves a gap around the door where heat escapes and air currents enter, which causes the eggs to dry down and kills the chicks in the shell.

Insulation.—The Essex-Model "Standard" Incubator is built with double walls. The space between the inner and outer cases is filled with the best insulating material that it is practicable to use. Between the heating chamber and the top it is also packed with laminated cotton and strawboard. (See illustrations on pages 32 and 33).

OUR HEATER AND HEATING PRINCIPLE

No better Heater can be constructed for incubator use than that which we use on all of our machines. This is a fact if we went no further than to mention the **PRINCIPLE** upon which it is built. *This is the secret of the bona-fide Moisture-Conserving Incubator—the "Essex-Model"—the only*

ESSEX-MODEL INCUBATORS



ESSEX-MODEL OSTRICH INCUBATORS

Part of a foreign shipment of Ostrich Incubators drying out after the first coat of varnish. Drawers are removed and piled in rear. Small illustration at right shows care we take in packing in solid boxes for foreign shipment; also shows testing the regulators, etc., previous to packing. ALL-CHESTNUT—THE MOST SUPERIOR OSTRICH HATCHER MADE—See pages 36 and 45 for further description and illustrations.



true Moisture-Conserving, Self-Ventilating, Hot-Air Incubator made.

The Essex-Model Heater is made of the best grade of galvanized iron, double seamed, flanged and riveted together. Solder is not relied upon to hold the parts together. The central flue and exhaust are especially close fitted and permanently secured and are guaranteed to be absolutely smoke-proof. There are no nuts to work off and allow the joints to come apart. (See illustrations on page 34.) There is no comparison in value between this Heater, moulded in shape to fit as one piece and then firmly riveted together, and a heater made up of a combination of inexpensive castings and sheet metal, loosely bolted together and leaking lamp fumes into the fresh air flue at every joint. The Essex-Model Heater is designed for durability and there is scarcely any limit to its life.

Every Essex-Model Heater is fireproof, being heavily insulated with an asbestos jacket. This asbestos jacket is laminated, containing many series of air-cells that effectively insulates it, conserving the heat to the fullest extent.

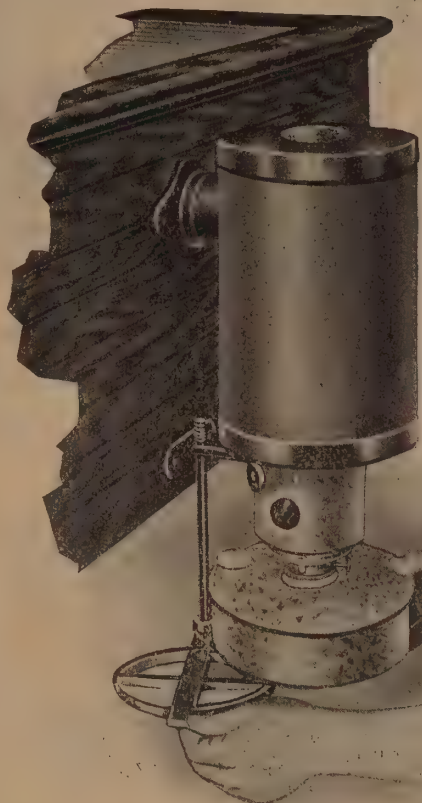
ESSEX-MODEL SELF-ADJUSTING LAMP REST

The Essex-Model Lamp Rest is an improvement of unusual utility value. It is the strongest, the most satisfactory, rigid and safest lamp support ever used in incubator equipment. A simple turn in one direction allows the lamp to be removed, while a turn in the other direction secures it in place. No jar can loosen it, nor can it be weakened by usage. It is the easiest to operate of all lamp rests, and most secure.

The Lamp—The Essex-Model Lamp is made of galvanized steel. The bottom is seamless, being

stamped out of one piece of metal. The bowl has an interior metal cylindrical brace between the top and bottom of lamp, which prevents any

(Continued on page 37)



ESSEX-MODEL 1914 LAMP REST, HEATER AND LAMP

The most effective and safest lamp rest made. Secures and releases lamp automatically.

New Jersey Experimenting Station, writes, "Your improved lamp bracket is one of the safest and most easily adjusted today."

OSTRICH FARMING IN THE UNITED STATES

A Promising Industry in the Southwest

Probably not many people are aware that ostriches are raised in this country for their plumage. While a great number of the feathers used in this country are imported, being raised in South Africa, the hatching and raising of these birds is rapidly growing and bids fair to become an important industry.

A Few Facts About Ostriches

Ostriches are the largest known living birds. They are hardy, not subject to disease, and live to an average age of 35 years. They produce feathers continuously from about six months of age. Birds one year old are worth about \$100.00,

and full-grown ones of breeding age, from \$250.00 to \$500.00 each.

The use of ostrich feathers is of great antiquity, dating back to ancient Egyptian history. All the feathers, from the smallest body or fluff to the long wing feathers, are utilized for millinery. The average yield per bird is 1¼ lbs. The average value of raw feathers is from \$30.00 per year for young birds to \$75.00 to \$150.00 for high-class full-grown birds.

The "Essex-Model" Special Ostrich Incubator is the best Ostrich Hatcher made. Every year a considerable number is exported, and are doing good work in far-off lands. The following letter tells of its work at home:



Ostriches Hatched in "Essex-Model" Special Ostrich Incubators on Southwestern Ostrich Farm, El Paso, Texas.

SOUTHWESTERN OSTRICH FARM

Robert Essex Incubator Co., Buffalo, N. Y.

Gentlemen:—Your Ostrich Incubator has been in operation during the past season and has given the best of satisfaction. We have been successful in hatching 72 chicks. We have some photos made of the chicks, and we take pleasure in forwarding same to you.

Very truly yours,

SOUTHWESTERN OSTRICH FARM, Fred G. Lumley, President.

COMPLETE SATISFACTION HATCHING OSTRICHES

CORNELIUS RIVER BRIDGE,
ORANGE FREE STATE, SO. AFRICA, April, 1911.

Robert Essex Incubator Co., Buffalo, N. Y., U. S. A.

The Ostrich Incubator gave me complete satisfaction. Out of 100 eggs I hatched 70 chicks, which is considered very good. I sold the incubator when I sold out in Natal, but should I go in for ostriches again, I shall then get the same machine for hatching.

Yours truly, J. S. MARITZ.

EXCELLENT RESULTS

CIUDAD JUAREZ, CHIH., MEXICO, May 24, 1913.
Robert Essex Incubator Co., Buffalo, N. Y.

Gentlemen:—About three months ago I purchased a "Robert Essex" No. O Incubator from your agents in El Paso, Texas. I have had excellent results, and now wish to purchase a No. 3 for 410 eggs. Kindly send me your latest catalogue.

Yours truly, ARNULFO VAZQUEZ,
Calle Constitution Sur No. 22.

NOT ONE CRIPPLE

EAST ADELAIDE, SOUTH AUSTRALIA, Sept. 25, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

Dear Sirs:—We beg to advise you that the Essex-Model Incubator No. 1 you shipped to us arrived in good condition and we were agreeably surprised at the finish and general appearance of the incubator.

We also tested the incubator and had a splendid hatch of strong healthy chickens and not one cripple in the 85 hatched. We found the consumption of oil was very small, considering the size of the machine.

A number of other poultry people have seen the "Essex-Model" and are very pleased with it.

TIGHE & CO.

OVER 95 PER CENT. HATCH IN AUSTRALIA

ALLANSFORD, VICTORIA, AUS., Jan. 4, 1908.

Dear Sir:—I have been using one of your Model Incubators for several seasons. I wish to obtain another machine as I am extremely pleased with the one I have, having had hatches this season of over 95%.

Yours truly, G. E. DEVENISH.

(Continued from page 35)

"bellows action" when handling the lamp and makes it perfectly rigid.

There is no lamp safer than the Essex-Model. It is exposed to the cool air *all around it*. The oil, therefore, keeps cool. Even the bottom is exposed to the air. Lamps that are enclosed get hot and are in danger of over-heating the oil. This cannot happen with the Essex-Model which, with its unusually strong support, needs no enclosure. We invite you to try it alongside any enclosed lamp, and place your hand on the lamp bowl. That will prove to you that the Essex-Model possesses the safest, most reliable equipment made.

THE ESSEX-MODEL THERMOSTAT (PATENTED)

(See Illustration on this Page)

Regulator.—Any effort to compound the movement of a regulator by the use of a secondary lever simply results in a varied and uncertain deliverance and a positive action is rendered impossible. It is not only necessary to retain the direct transmission, but the metal forming the thermostat must be absolutely rigid for best results.

Liquid thermostats are subject to changes with the barometric pressure and are therefore unreliable. The thermostat having the greatest utility is one that gives off the greatest amount of positive movement. We have secured this in the greatest degree in our Essex Corrugated Thermostat by our Patented Corrugated feature, which greatly increases its rigidity. Any mechanic will at once realize the great rigidity, the great advantage of this Essex-Model Corrugated Thermostat (Patented). No other incubator possesses this advantage; therefore, no other incubator can be regulated to the nicety that the "Essex-Model" can. In our "STANDARD" Incubator the activity and expansion is multiplied by a double thermostat, thereby rendering it many times more effective in regulation than any other machine, none of which possesses this great advantage of a corrugated patented Thermostat.

WHY A PERFECT THERMOSTAT IS NEEDED

Heat is the immediate stimulus that arouses the sleeping energy of the germ within the egg to vital action. If the temperatures average but slightly below normal, the development of the embryo is retarded, and at the time of exclusion the yolk food will be found insufficiently digested. If the temperature averages too high, the vital action is unduly stimulated and the chick is forced to exclusion before the normal time. In either case the chick produced is a weakling, and will need all the care to rear it that a child needs during convalescence after passing through a protracted fever or other debilitating illness.

Other things being equal, the incubator that has the best temperature regulator—the *best thermostat*—will give the largest and most uniform hatches, for the reason that all vital action requires a certain amount of heat for its due performance, and can only continue within a particular range of temperature.

The chick that has not been properly incubated is not well born and falls easy prey to the attacks of infectious germs. Faulty incubation, resulting frequently from faulty regulation, directly caused by a slow-acting and inefficient thermostat, kills many a good chick in the shell. This Patented Essex Thermostat is **ANOTHER MEANS BY WHICH WE SECURE SUPERIORITY** in our machines. On page 29 will be found unquestionable evidence of the Superiority of the Essex Thermostat.

THE BONA-FIDE SELF-VENTILATING MOISTURE-CONSERVING INCUBATOR

Circulation.—In the Essex-Model Incubator the fresh, pure, warm air is conducted through the heater flue into a compartment above the egg chamber, where it is evenly diffused over and through a porous diaphragm and into the hatching chamber. It is then carried downward and around the eggs and through a porous diaphragm in the bottom of the chamber, and out through the slatted bottom. *It does not return to the heater to be again*



THE ESSEX-MODEL REGULATOR AND PATENTED THERMOSTAT

These are parts of the Complete Regulator. We set up and test every one before the Incubator leaves the factory. This illustrates clearly the Corrugated Bar of Essex Thermostat shown above; also the complete quadruple leaf Thermostat. Double the strength and double the sensitiveness of any other Thermostat. (For proof of the Superiority of this Thermostat, see page 29.)

and again heated as in some machines. It therefore retains its natural moisture in the greatest degree, making the "Essex-Model" the bona-fide Moisture-Conserving Incubator that overcomes to the greatest extent disastrous drying down of the eggs. This Essex-Model principle had been used only by us for nine or ten years until within the past year or two, when other manufacturers are beginning to recognize its superiority and are building machines on the slatted-bottom principle. This action of other manufacturers is one of the greatest recommendations the "Essex-Model" can have. It will be readily understood, however, that imitations are risky. It will take years of experimenting such as we have passed through before these imitations can be satisfactory. You are safe in buying the "Essex-Model"—the World's Best Hatcher—for its principle has not been changed during all these years. We Lead, Others Follow.

In our Standard Incubator both the upper and lower diaphragms are made removable, so that they can be taken out occasionally and thoroughly cleansed and dried. In addition, there is a burlap

screen in the nursery upon which the newly-hatched chickens rest. Aside from the obvious advantage gained from the lower diaphragm as a heat retainer and in retarding the air movement so that there are no rapid or injurious air currents to dry out the eggs, the fact that no portion of the heated air after passing through the hatching chamber can possibly return again through the heater, as in other machines, constitutes an important improvement in the Essex-Model Incubator. The effect is as follows:

In the Essex-Model Incubator the lower diaphragm is partially exposed to the outer air. Any difference in vapor tension between the inner and outer air is quickly equalized by a flow of vapor inward through the pores of the diaphragm, which offers no resistance to the interchange of gases. Thus it is seen that the quantity of aqueous vapor held in suspension by the inner warmer air is as great for its own temperature as the quantity held in suspension by the colder outer air, and the relative humidity is maintained equal. Thus the hatching chamber is always perfectly ventilated; always has a moisture tension approximating that of the outer air, and does not dry down the eggs as in other machines.

Ventilation is necessary in order to remove the excess carbon dioxide—the foul air that arises, or

rather falls from the eggs in course of incubation. In some machines, built upon an incorrect principle, this foul air is supposed to be removed through ventilators in the sides—sometimes in the top, which is practically impossible unless forced out by a current of air. In the "Essex-Model" provision is made for this foul air to pass out through the bottom towards which it naturally falls, on account of its extra weight. This indicates how simply, yet how correctly, the "Essex-Model" is built, and is further proof to you that it is the only *Hot-Air, Non-Moisture, Self-Ventilating* machine on the market.

EASY TO OPERATE

The ventilation of the Essex-Model Incubators is entirely automatic. There are no slides, no valves or other ventilators to open and close or to confuse the operator. The machine is so constructed that the ventilation takes care of itself at all times. *There are many so-called self-ventilating machines that are not self-ventilating.* In using them you have to govern the ventilation yourself. You have to know how much or how little is needed. This is all settled for you in the "Essex-Model." It works automatically, and is properly ventilated at all times. In other words, it ventilates itself as soon as you have lighted the lamp.

ESSEX-MODEL "MIDDLE-PRICE" MISSION-FINISH INCUBATORS

(Three Sizes and Prices—See Illustrations on Pages 47 and 48)

YEAR AFTER YEAR we have been successful in proving to poultry keepers that the Essex-Model Incubators are Leaders in Principle, Construction and Hatchability; and with our "MIDDLE-PRICE" Mission-Finish Incubators we have also established ourselves *Leaders* in making a high-class machine at a low price. Our object has been to build a line of Incubators that would hold more eggs, do as good hatching, and cost less than the general run of *high-class* machines, and we have accomplished our purpose in this new up-to-date line. The chestnut fronts and doors place them in a class ahead of any others except our all-chestnut "STANDARD" machines, so far as resisting variations of temperature and moisture is concerned.

THE BEST THAT EXPERTS CAN DO

Our "MIDDLE-PRICE" Mission-Finish Incubator is without doubt the greatest value in Incubators that is offered this year, with the single exception of our World-Famous "STANDARD." These "MIDDLE-PRICE" machines are built specially for those earnest poultry keepers who want nothing but a reliable Hatcher, but who prefer not to invest the amount required by the purchase of our more highly-finished Hard-wood "STANDARD" machine. They possess the latest "Mission" Style—popular everywhere. Our "Mission-Finish" was an entirely new departure in incubator construction, and this Company, as usual, "led the way." In future years imitators may appear, but so far we are the only manufacturers of this style. Mission furniture is popular because it possesses an unobtrusive richness that is absent in "flashy," cheap goods. It indicates strength and reliability; and these qualities are particularly noticeable in the Essex-Model "MIDDLE-PRICE" Incubators. Persons familiar with the intrinsic merit of Mission furniture will readily understand the reason for the great popularity of these machines. They are low in price, high in quality, and most attractive in appearance. *There is nothing like them anywhere—at any price.* Never before have we had so many complimentary expressions as have been received upon the

high quality of these "MIDDLE-PRICE" Hatchers.

These Middle-Price "Essex-Models" possess double walls of wood, with a third wall of insulating material; the space between is thoroughly packed with high-grade packing. The top is packed alternately with insulating board and costly laminated cotton, a packing that is most effective. This lamination is of unusual thickness and forms a machine top that is perfect in its insulation. Every step in the manufacture of these Essex-Models is taken with the same regard to securing quality. They are without doubt a great advance in incubator construction. Compare their prices with those asked for any other make of high-grade machines holding as many eggs, and you will find that our "MIDDLE-PRICE" Incubators cost less by about *one-half*—and they do better work. They are in a class by themselves. In other words, they are *Worth More, but Cost Less.*

The principle of heating and ventilating used by us year after year in our "STANDARD" Incubators is retained in our "MIDDLE-PRICE" machines; therefore their hatching qualities are unquestioned. In them we have really done the best it is possible for experts to do in the building of a first class hatcher at a medium price; and while our practice always is to put *Value and Quality into the making of our machines, then sell them at as Low Prices as possible (being satisfied with Small Profits*

ESSEX-MODEL INCUBATORS

on Big Sales), we want you to know that this year we have made these machines better than ever. They now possess galvanized wire egg-trays similar to our "Standard" machines.

The wise buyer, the money-making poultry keeper, always aims to strike the "Happy Medium" in his purchases. He does not buy good-for-nothing goods, simply because they are low-priced. So our "MIDDLE-PRICE" Incubators are helping many wise poultry keepers to make the most out of their money. They are actually getting machines of the first-class, at lower than second-class prices.

A Quarter-Century's experience and knowledge of what is required in a good machine prompts us to build only *Incubators of Quality*; and that same experience and knowledge give us faith in our goods. That faith is also possessed by those who have tried them, as the testimonials in this book show. If these Incubators were made by less

experienced workmen and in smaller numbers they could not be made to sell at anywhere near these prices. It is absolutely certain that you cannot get for the money any other machine that has so much real hatching value, so much material value, so much construction value, and at the same time holds so many eggs, as our "MIDDLE-PRICE" Incubators.

We have Agents all over the country. Ask your storekeeper (hardware or seed merchants or poultry supply dealer) to show you the "Essex-Models." Do not be induced to buy any other machine till you have seen them. If he does not keep them in stock, kindly write us direct, and we will quote you factory prices. Please bear in mind that—There is no other make, "just as good." Their chestnut fronts and doors make them especially valuable in resisting changes of heat and moisture. These "MIDDLE-PRICE" Incubators are illustrated and further described on pages 47 and 48.

ESSEX-MODEL IMPROVED "NEW HOMESTEAD" HATCHER

(For Illustration and Further Description see Page 49)

THIS little hot water machine fills the need for a small incubator that can be sold at a lower price than is possible with our "STANDARD" and "MIDDLE-PRICE" lines. In superior design, workmanship and finish it is in line with other "Essex-Model" productions, and therefore Superior to the general run of hot water machines. Like our other Incubators, it is Guaranteed to give satisfaction.

This Essex-Model "NEW HOMESTEAD" HATCHER is a decided departure from the usual make and style of Hot Water Machines. Hot Water Machines in the past have been generally constructed as cheaply as possible, even to the extent of endangering their usefulness by the adoption of galvanized iron tanks, which are apt to leak, and can not be depended upon to be free from that trouble; and once a pin-head leak starts in the tank the machine might just as well be cast aside. Knowing this, we use copper heaters and pipes that are guaranteed to give satisfaction and which, as everybody knows, will not corrode. Copper costs much more than galvanized iron, but it does the work; otherwise we could not back it with the "Essex-Model" name.

Another advantage of this high-grade machine is our use of the Essex Corrugated Thermostat and Standard Regulator. Page 37 of this book illustrates and describes this Patented Thermostat, and it may be wondered why we put such an expensive high-grade regulator in this low-price machine. We do so for the same reason that we use copper instead of galvanized iron heating equipment, namely, because we are determined that

every machine we manufacture shall signify *Quality*. In comparison with cheap wafer thermostats, our Metal Thermostat of course costs us much more, but we never fail to remember that the regulating equipment is most important of all.

It is reasonable to suppose that having started out with the use of copper for heating equipment, and with our famous Essex Thermostat for regulating, it would be unwise to lose the advantage so gained and construct the Incubator case in a slipshod manner—therefore we have used the utmost care in the construction of the case, which is made of seven-eighths selected lumber, carefully put together in an attractive design.

We might have built this machine without a chick nursery, and thus saved on material; but we feel that it is absolutely necessary to provide a warm nursery for the newly-hatched chicks, and so we have provided that accommodation also. We do not believe in subjecting newly-hatched chicks to a cold temperature. It means loss.

Need we say more to indicate that this "NEW HOMESTEAD" HATCHER is without a competitor at the price? We think not! This machine is illustrated and described on page 49.

PRICES AND SIZES OF ESSEX-MODEL INCUBATORS

Essex-Model "Standard" Incubator No. 0, holds 100 Eggs	Price \$18.00
Essex-Model "Standard" Incubator No. 1, holds 175 Eggs	Price 23.00
Essex-Model "Standard" Incubator No. 2, holds 275 Eggs	Price 32.00
Essex-Model "Standard" Incubator No. 3, holds 410 Eggs	Price 37.00
Essex-Model "Standard" Incubator No. 4, holds 324 Duck Eggs	Price 40.00
Essex-Model "Standard" Incubator No. 5, holds 42 Ostrich Eggs	Price 48.00
Essex-Model "Middle-Price" Incubator No. A, holds 70 Eggs	Price 11.00
Essex-Model "Middle-Price" Incubator No. B, holds 120 Eggs	Price 14.00
Essex-Model "Middle-Price" Incubator No. C, holds 200 Eggs	Price 18.50
Essex-Model "New Homestead" Incubator, holds 70 Eggs	Price 6.90
Essex-Model "Mammoth Sectional" Incubators, hold 800 Eggs up	Price \$125.00 up

WE MANUFACTURE AMERICA'S LARGEST AND MOST SUPERIOR LINE OF INCUBATORS



PATENTS OWNED BY AMERICA'S LEADING MANUFACTURERS OF
SUPERIOR INCUBATORS, BROODERS AND POULTRY SUPPLIES

ROBERT ESSEX INCUBATOR COMPANY BUFFALO, N. Y.

Illustrating the Great Advantages Gained by Our
Customers Who Possess Essex-Model Incubators and
Brooders; And by Our Agents Who Sell Them

THE above illustration shows some of our Patents granted by the United States Patent Office, Washington, D. C. They cover improvements to be found in the 1913 Essex-Model Incubators, Brooders, etc. The possession of these Patents not only assures our customers that Essex-Model manufactures are down-to-date, but that these Improvements are exclusively ours, and cannot be found in any other make.

Readers who are conversant with such matters will know that Legal and Patent Fees alone on these Patents run up into the thousands of dollars. It is a fact that \$12,000 was paid for one of the above Patents. It was recently valued at \$40,000. A published valuation of \$79,200 on some of these Patents, while it includes that above mentioned, does not include those recently granted to this Company. If these were included they would increase the total immensely.

These Patents represent the highest intelligence and thought that has been applied by practical minds to the manufacture of Incubators, Brooders and Poultry Supplies in many years. They are one of the means by which the Robert Essex Incubator Company attained the leadership.

THE ESSEX-MODEL FAMOUS "STANDARDS"

(The Only Hard-wood Standard Incubators Made)



THE SUPERIOR ESSEX-MODEL "STANDARD" INCUBATOR

No. 0

HOLDS 100 EGGS PRICE, \$18.00

(Made of Chestnut)



AMERICA'S LARGEST LINE OF INCUBATORS

The "Essex-Models" cost less per egg than any other high-class incubator, notwithstanding they are made of hard wood and in EVERY WAY SUPERIOR.

Proof that Chestnut for Incubators is Superior

(Reprinted from The Electrical Record)

Life of Telephone Poles

"The average life of an untreated seasoned pole depends so much upon the kind of timber, its condition when set, the character of the soil and the climatic conditions, and these are all so variable that a definite statement as to the average life is difficult. Most companies can closely estimate the average life of their poles as controlled by their local conditions by referring to their pole records. The average throughout the country, however, is apparently somewhat as follows: Cedar, 13½ years; chestnut, 12 years; pine, 6½ years."

The above proves that in withstanding variations of heat and moisture, chestnut is about twice as valuable as pine and other soft woods. It costs us more, but it is worth the money. It costs you no more.



THE SUPERIOR ESSEX-MODEL "STANDARD" INCUBATOR

No. 1

HOLDS 175 EGGS PRICE, \$23.00

(Made of Chestnut)

On sale by leading merchants everywhere. Write for address of storekeeper near you.

THE ESSEX-MODEL FAMOUS "STANDARDS"

(The Only Hard-wood Standard Incubators Made)



THE SUPERIOR ESSEX-MODEL "STANDARD" INCUBATOR

No. 2

HOLDS 275 EGGS

PRICE, \$32.00

(Made of Chestnut)

THE FAMOUS ESSEX-MODEL "STANDARD" Incubators illustrated on pages 41 to 46 have for years been recognized as the *Leaders among High-class Machines*. They are made of High-grade Chestnut (*the only Hard-wood "Standard" Incubators made*). Double walls packed and insulated. Top packed and insulated with layers of laminated cotton and strawboard. Double glass door. Equipped with "Essex" Corrugated Thermostat (Patented), insuring Automatic Regulation. Entirely Self-Ventilating; no slides to adjust or to confuse you. Has 1913 Essex-Model Heater, Latest Improved Self-adjusting Iron Lamp Rest of Unusual Strength and Convenience. (Patent applied for.) *The Best Constructed, Best Appearing, Most Superior Incubators made* and "The World's Best Hatchers." They cost *us* more, but cost *you* less. All we ask is: Please compare them with any other make. They hold more eggs for the money than any other High-class machine. Our Nos. 2 and 3 machines each have double Trays, and on account of their size are comparatively cheaper (cost per egg) than the smaller machines. That is because it costs proportionately less to build a big machine than a little one. It therefore pays better to buy one of these machines. It's a good investment. An economical plan is to hatch out a number at one time. It needs less labor to raise the chicks afterwards. For full description of construction see previous pages. (Write for address of merchant near you who has them for sale in his store.)

AMERICA'S MOST SUPERIOR INCUBATORS

THE ESSEX-MODEL FAMOUS "STANDARDS"

(The Only Hard-wood Standard Incubators Made)



THE SUPERIOR ESSEX-MODEL "STANDARD" INCUBATOR

No. 3

HOLDS 410 EGGS

PRICE, \$37.00

(Made of Chestnut)

QUALITY AND SUBSTANTIALITY stand out clearly in every line of the Essex-Model "STANDARDS." Their *High Quality* would make them most desirable even if we had made their prices the highest of all incubators; but when it is seen that notwithstanding their *High Quality* they are not any higher priced, then they are clearly the best value of all Incubators. But let us go further and say they are actually lower in price than other machines in their class; then you will say they are greater value indeed. There is, however, still another advantage—their egg capacity—the number of eggs they hold. Consider that point, and they are still further in the lead. They are made of Hard-wood with a fine furniture finish. Notice the natural grain in the Hard-wood. They cost *us* more, but cost *you* less. The early pages of this book explain how we are enabled to offer these "*Incubators of Quality*" at the prices quoted. All we ask is: Please compare them with any other make. This No. 3 possesses two trays. For full description of construction, see previous pages. (Write for address of merchant, near you who has them for sale in his store).

AMERICA'S MOST SUPERIOR INCUBATORS

THE ESSEX-MODEL FAMOUS "STANDARDS"

(The Only Hard-wood Standard Incubators Made)



THE SUPERIOR ESSEX-MODEL "STANDARD" INCUBATOR

No. 4

(SPECIAL DUCK INCUBATOR)

HOLDS 324 DUCK EGGS

PRICE, \$40.00

(Made of Chestnut)

THIS SUPERIOR ESSEX-MODEL "STANDARD" Incubator is designed especially for *Duck Growers*. It has Nursery-Drawers in which to dry off the ducklings, which require different treatment to chickens. It is built of High-grade Chestnut. Double walls and top thoroughly packed and insulated like all of our "Standard" machines. Double glass door. Automatic and Perfect Regulation and Ventilation. Equipped with "Essex" Corrugated Thermostat (Patented). *The World's Best Constructed, Best Appearing and Most Superior Special Duck Hatcher Ever Manufactured.* Costs less per egg than any other high-class machine. This possesses two trays. Being built of *Hard-wood* it stands the moisture peculiar to hatching ducks better than any other wood of which Incubators are made. Does not warp, shrink or swell like soft-wood machines. For full description of construction, see previous pages. (Write for address of merchant near you who has them for sale in his store.)

AMERICA'S MOST SUPERIOR INCUBATORS

THE ESSEX-MODEL FAMOUS "STANDARDS"

(The Only Hard-wood Standard Incubators Made)



THE SUPERIOR ESSEX-MODEL "STANDARD" INCUBATOR

No. 5

(SPECIAL OSTRICH INCUBATOR)

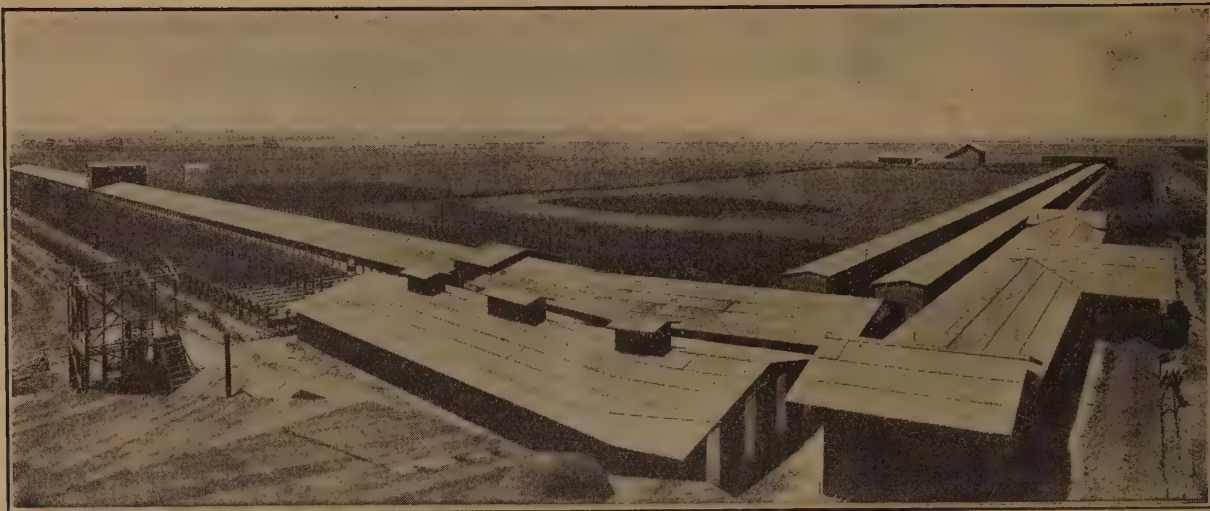
HOLDS 42 OSTRICH EGGS

PRICE, \$48.00

(Made of Chestnut)

THIS WONDERFUL ESSEX-MODEL "STANDARD" Incubator is designed especially for hatching Ostrich eggs. It has Telescopic Nursery-Drawers, providing necessary accommodation for newly-hatched birds, but which may be closed in to save cubic feet measurement for foreign shipment. The egg chamber is necessarily deeper than regular fowl egg machines. These advantages ostrich growers appreciate, as our large export sales testify. Please bear in mind that this is not a "soft-wood" machine stained and varnished, but is built of Hard-wood with a fine furniture finish in natural color. It is *made of High-grade Chestnut* in same thorough manner as all our other "Standard" Incubators. Equipped with "Essex" Corrugated Thermostat (Patented). Regulates automatically and is positively self-ventilating. The Most Superior and Successful Hatcher of Strong Vigorous Birds. Special prices quoted when more than ten ordered at one time. Has been in successful use many years in foreign countries. Acknowledged to be the best Ostrich Hatcher made. This Ostrich machine possesses two trays. For full description see previous pages.

AMERICA'S MOST SUPERIOR INCUBATORS



Birdseye view of poultry buildings, Pacific Poultry Company, Inglewood, California

USES 65 MODEL INCUBATORS

M. E. GINN, President

F. E. DUNLAP, Vice-President

C. E. CURRIER, Secretary and Treasurer

Pacific Poultry Company

(INCORPORATED)

Plant at Inglewood, California

D. H. HAMMONS, Supt.

417 Chamber of Commerce Building

Gentlemen :

LOS ANGELES, CAL., Aug. 23, 1910.

We recommend your Incubators to some one almost every day.

We have just finished setting up another carload of Model Incubators. That ought to answer the question as to their having paid us. We would have your Incubators at any cost. We have used Model Incubators for years. Any person who can read the instructions can operate them. We average 80 per cent. hatches year in and year out. We bought 33 of your "Models" in 1909, and have just put in another 32, making a total of 65 Model Incubators in our cellar. They are as good as ever. The chicks are good "livers" and weigh 2 lbs. at 10 weeks. In appearance your Incubator has them all beaten. I think I could pick them out from other machines by their finish, with my eyes shut.

Your Essex Corrugated Thermostat works so well that the regulator is not readjusted from one year to the other. We use Acetylene gas for fuel.

We are sending you by today's mail photographs of our plant; one showing the first shipment of machines which were received from you a year ago; the other shows the room where the last carload of machines is installed.

Yours very truly,

PACIFIC POULTRY COMPANY, by C. E. Currier, Secretary.



Incubator cellar Pacific Poultry Company, showing first purchase of 33 Model Incubators in 1909.



New Incubator Cellar Pacific Poultry Company in 1910, showing second purchase of 32 Model Incubators, making a total of 65.

THE ESSEX-MODEL "MIDDLE-PRICE"

Improved 1914 Incubators



THE ESSEX-MODEL "MIDDLE-PRICE"

No. A

HOLDS 70 EGGS

PRICE, \$11.00

Mission Finish

Latest Improved Design

(Fronts and Doors of Chestnut)



THE ESSEX-MODEL "MIDDLE-PRICE"

No. B

HOLDS 120 EGGS

PRICE, \$14.00

Mission Finish

Latest Improved Design

(Fronts and Doors of Chestnut)

THESE LATEST IMPROVED Essex-Model "MIDDLE-PRICE" Incubators for 1914, with their Popular Mission-Finish Design, represent the greatest advance of years in Incubator construction. They are down-to-date. Like all other "Essex-Models" they are thoroughly well made. Double walls packed and perfectly insulated. Top packed and perfectly insulated with laminated cotton. Equipped with the "Essex" Corrugated Thermostat (Patented), ensuring entirely Automatic Regulation. Positively Self-Ventilating—no slides or valves to operate or to confuse you. Has 1914 Essex-Model Heater and Self-adjusting Latest Improved Lamp Rest. (Patent applied for.) *Unequalled by any other make in Egg Capacity, Price, Construction and Hatchability.* They are really in a Class by Themselves. No other Incubator on Earth is made like them. In Quality they excel. In Price they are as low as it is possible to make a good hatcher. Their Fronts and Doors are of Chestnut, yet they are so reasonable in price as to be within the reach of everybody. Excelled by none except our all-Chestnut "Standard" machines. This year they contain galvanized wire trays, the same as used in our "Standards." Sold by Leading Merchants Everywhere. For full description see previous pages.

HIGH IN QUALITY—LOW IN PRICE

THE ESSEX-MODEL "MIDDLE-PRICE"

Improved 1914 Incubators



THE ESSEX-MODEL "MIDDLE-PRICE" INCUBATOR

No. C

HOLDS 200 EGGS

PRICE, \$18.50

Mission Finish

Latest Improved Design

(Fronts and Doors of Chestnut)

WHEN YOU CONSIDER that this 200-Egg Essex-Model "Middle Price" Incubator costs only 9 cents an egg—and then compare it with any other make, you will say "It is the best on earth at the price." It is a size that suits most poultrymen. It can be operated with any number of eggs from 200 downwards. It affords the beginner room to grow, and is therefore an economical size to buy. We call it a MIDDLE-PRICED machine, but on account of its quality *it is classed among the higher priced incubators.* Double walls packed and perfectly insulated. Top packed and perfectly insulated with laminated cotton. *Equipped with "Essex" Corrugated Thermostat (Patented), insuring entirely Automatic Regulation.* Has 1914 Essex-Model Heater and Self-adjusting Latest Improved Lamp Rest. (Patent applied for.) *Unequalled by any other make in Egg Capacity, Price, Construction and Hatching Quality.* Has two trays, each holding 100 eggs. Easy to handle. A favorite with women fanciers. This year we have added galvanized wire Trays, the same as used in our "Standards." *On sale by leading merchants everywhere.* For full description see previous pages. (Last year's price was \$20.00. A special bargain this year, \$18.50.)

HIGH IN QUALITY—LOW IN PRICE

THE ESSEX-MODEL "NEW HOMESTEAD"

(Improved 1914 Hot Water Incubator)



THE ESSEX-MODEL "NEW HOMESTEAD" HOT-WATER INCUBATOR WITH NURSERY

HOLDS 70 EGGS

PRICE, \$6.90

THIS "NEW HOMESTEAD HATCHER"—the Best of all Single Wall Hot-water machines—enables breeders to secure a High-class Hot-Water Incubator at a price that is surprisingly low. Constructed of first-class material, having an attractive Rosewood finish, a heating equipment composed of non-rust copper—not galvanized iron—and an egg capacity equal to that of much higher-priced machines, the "*New Homestead*" Hatcher at once jumped into the front rank as the *highest quality, most popular hot-water machine ever offered at the price*. Among this year's improvements it has a special framed burlap diaphragm, regular Standard lamp, and improved expansion tank; long turned legs, and a lamp rest. Hot water machines very often form air-traps which interfere with the heating of the machine because the water does not then circulate properly. Our this year's improved tank and outlets prevent the formation of such air-traps, and make this the cheapest and best hot water incubator that has ever been built at the price.

Manufactured by this Company, that has always given the breeder more than value asked; made on an advanced principle, and backed by a year's reputation as a hatcher, poultry raisers absolutely take no chances when they select this low-priced little machine. It excels all other similar hot-water machines in *Appearance, Durability, Quality of Heating Equipment, Method of Construction*, and at the same time by virtue of the large number manufactured it has been placed upon the market at a *price far lower than any other machine of its capacity and class*. After buying one, and running it through a hatch, you will recommend it to your friends.

A new feature in this machine—one that is not possessed by any other—is *the double glass in the top through which the eggs and chicks may be seen in course of incubation*. It also possesses a nursery for the chicks below the egg tray. The thermometer is also in full sight, and a greater number of eggs is visible than in any other machine of this size. It is on sale by leading merchants everywhere. For full description see previous pages.

AMERICA'S BIGGEST POULTRY FARM

A Farm with a Capacity of 100,000 Chicks and Ducklings Annually—How it was Started—How it Grew—What it is Now

(See Illustrations on Opposite Page)

America's biggest poultry farm is owned by Mr. W. J. Conners, of Buffalo, N. Y., and operated under the management of Mr. W. Hurley. It is situated at Angola, N. Y.

When we say "America's biggest poultry farm" we take into consideration the number of acres covered by the farm, together with the amount of business that is done upon the farm annually. We may safely say there is no farm in the country wholly devoted to the raising of poultry, that raises and sells as much poultry as the Conners farm.

360 acres are devoted solely to the raising of chickens and ducks, a portion of it being given up to the growing of green food for them. The grain that is consumed (corn, wheat, oats, and their products, bran, meal, etc.) is wholly purchased, and is not grown on the farm.

This plant has taken seven years in the building of it, and during the last two years has marketed as high as 80,000 ducklings, besides chickens. When we tell the reader that practically all these ducklings have been sold to one firm, it will indicate the immensity of the poultry industry and the great demand by the public for good, well-dressed, well-fleshed poultry. And that same firm is anxious to get more of the same kind, and is prepared to handle all this farm can produce—and then some.

Seven years in the making of a poultry farm means in this case the making of a poultry farm that is now in a position to raise and market annually over 100,000 ducklings, besides chickens and grown ducks for breeding purposes.

Seven years ago Mr. Hurley, the present Manager of the Conners farm was a builder in the city of Buffalo. At the time Mr. Conners approached him to build upon that 360 acres a commercial poultry farm that would "make good" he had under construction 35 residences, and although he was desirous of having the construction of those houses completed under his own eye, he nevertheless accepted the inducements Mr. Conners made, and placed his buildings in charge of a foreman; left him to finish them, and took up the building of this big poultry plant, a venture that then was new to him. If we were to tell you how much money was spent the first five years in the building of that farm, and how much has since been expended, many of you would have "the horrors," but if we add that in a good fair year, that is to say, with the prices of ducklings at a good average, you could get a net income of \$20,000.00 to \$30,000.00 from this plant, it will not appear so absurd. Big businesses mean big money to build them up; and even a poultry farm, remunerative though the business is, cannot be expected to bring in a princely income without a considerable investment. Many a person will put their last dollar in railway stocks that fluctuate like weather-cocks, yet hesitate to spend money on a poultry farm even though eggs are selling at prices that pay two or three hundred per cent. or more on the cost of feeding the hens that lay them—even though the net income is greater by far than can be obtained in any other undertaking that is not in the "get-rich-quick" class.

During the seven years mentioned above there has been expended in buildings and improvements, in stock for breeding purposes, and for equipment (incubators, brooders, grinding mills, etc.) as much as \$70,000.00—and again the reader will hold up his hands in horror, until we recall the fact that an income of \$20,000.00 or \$30,000.00 yearly is something over 30% or 40% interest on the expenditure and will pay for the whole plant inside of three years. In what other business can this be done?

Some years the fluctuation of prices of ducklings makes a difference in the receipts; and that is why we say that the profits will range from \$20,000.00 to \$30,000.00 per annum. A 5-lb. duckling takes 10 or 12 weeks from the time it is hatched until the time it is marketed. The difference between the price per pound in 1912 and 1913 was about three cents—maybe four cents. That means 20 cents a duck. On 80,000 ducks that means \$16,000.00, and this fluctuation in the market price has to be reckoned with. This year ducks were lower during May, June, July and August than they were last year, and during those months the Conners farm was marketing at the rate of 3,000 ducklings a week. I have known ducks selling from Long Island at 12 cents. I have also known them to sell at 23 cents. A man can make a living at 14 cents, probably, but he won't get rich fast. When ducks run from 16 to 20 cents per pound there is big money in them.

There were, of course, difficulties to overcome in the building up of this immense farm. Considerable money was spent that might have been saved with more experience. When Mr. Conners makes up his mind that he wants a thing done, he wants it done at a lightning gait; and that plant, or at least a large part of it went up during the first winter when it cost more money to dig and more money to build. The plant also went

through the experience of having sickness among the fowls in the endeavor to hastily stock up, which necessitated buying in large numbers instead of gradually increasing by breeding from its own selected breeders. But that was years ago, and we mention it only to indicate that this farm, successful though it is, has had to contend with difficulties that a more slow-going institution might have avoided.

Mr. Conners is known as a business man from the word go. He had faith in his Manager, and when more money was required from time to time it was always forthcoming. "Cold feet" were not in his line. He had been up against propositions that would make a \$70,000.00 poultry farm look tame by comparison.

The result is that here is a commercial poultry farm conducted on business principles by a business man—and it is a winner, of course.

The improvements that have been made from time to time on this plant are the outcome of experience. Early experiments are generally expensive. Later improvements resulting from experience invariably pay for themselves; and every year labor costs proportionately less on this farm—less per head of ducks marketed. Every year the hatches are better, and the ducks and chickens grow better and faster.

A duck raiser or a poultry raiser in business for profit, whether on a large or small scale, cannot afford to take chances on the equipment upon which he relies to produce and market his ducks. The Conners farm has gained experience in the purchase of equipment as in other things. They know that it is necessary to hatch a lot and raise a lot. The incubators must be certain hatches—every time—every year. It will be no surprise to hear that Mr. Hurley banks on the hatching of ducklings in Essex-Model Incubators. Here is one man who feels perfectly safe in counting his ducklings before they are hatched. It is up to him to get good, strong breeding stock. Then it is up to the Essex-Model Incubators to hatch good, strong ducklings; and they do it under the care of a lady who knows more than most men about raising ducks and chickens.

"I can distinguish the ducklings hatched in the Essex-Model machines," said Mrs. Hurley (who is a good right-hand "man" to her worthy husband, and who runs the farm when he is not on deck). "I can distinguish the ducklings hatched in the Essex-Model machines by their strength and by their appearance." "Duck raisers are in the habit of using moisture," she continued. "Sometimes they need it. Often they use too much. When there is not sufficient moisture or too much in the machine the ducklings come out either too light or too dark in color. The Essex-Model ducklings come out yellow. I know them by their color, and by the fact that they thrive admirably."

Mr. Hurley banks also on the strength and appearance of the chickens hatched in the Essex-Model machines, and says there is less mortality among the "Essex-Model" chicks than among those hatched in any other machine. "They are brighter at the start," he said. "They look better; they grow faster; and they don't die."

Needless to say it is the chicks and ducks that live that are the money-makers. It is the chicks and ducks that die that are the money-lossers.

When Mr. Hurley first began to use the Essex-Model Incubators he was so gratified at the splendid hatch he got from the machines that he hastened to telephone to the factory to express his satisfaction with the splendid work the incubators had done. He got an average of 347 ducks out of 400 eggs in I can't say how many hatches. This would be an extraordinary hatch for ducks in a single machine, but when we remember that this was an average for many machines it is all the more extraordinary. It is such hatching—such machines as these that aid in securing profits in poultry raising. Spending money on poor machines is throwing it away.

This immense Poultry Farm has undergone as many difficulties as are usually met with on any poultry farm started on a large scale with comparatively little experience, but the pertinacity of Mr. Conners, and the ability of Mr. and Mrs. Hurley (for we must not forget the right bower), has brought it through the period when many others might have cried quit. They have come out on top, and the farm is now a regular income producer on a scale that makes many another man wish he were in it.

We cannot resist suggesting to the reader before we close this chapter that the incubator which is best for Mrs. Hurley is best for you. It is a business-like machine "built for business." It hatches more and stronger chicks than any other. The incubator is one chief item in making the poultry business a paying or a losing venture. Therefore, get a good one. You can be assured that in buying an "Essex-Model" you are not only getting the World's Best Hatcher, but you are buying it from a man—from a firm—that is interested in your welfare.



W. J. Conners Poultry Farm

**Breeding Stock, Market Poultry
Guaranteed Eggs**

W. J. CONNERS, PRESIDENT

ANGOLA, N. Y., Dec. 29, 1913.

Mr. Robert Essex, Buffalo, N. Y.

Dear Sir:—Would like to express my appreciation of the improvements you have made in your new Essex Incubator. Your incubator, prior to that was good, but the last ten we got from you in 1912 are the best, in my opinion, on the market today. We have brought out a greater percentage of livable ducks and chicks from those machines than any other we have used. The material and workmanship are hard to beat.

Respectfully,

WILLIAM HURLEY
Manager.



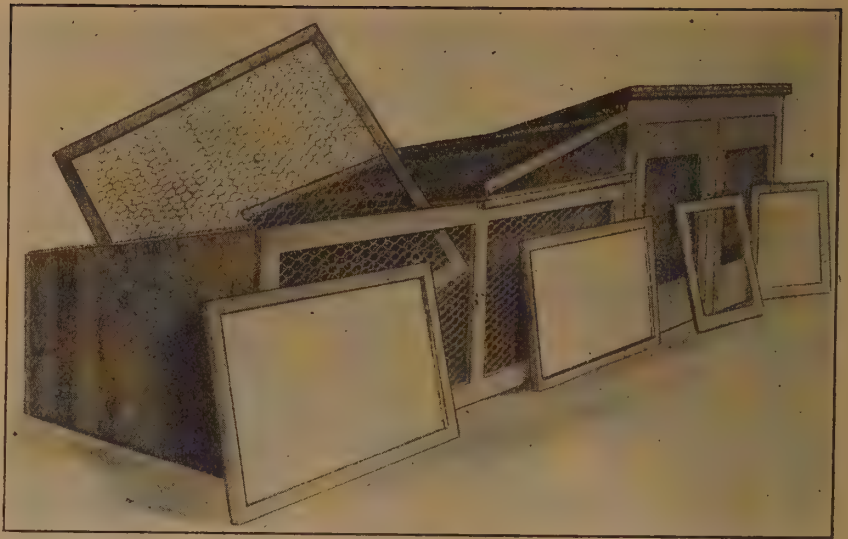
PEEP-O'-DAY POULTRY HOUSE

(See also page 73)

This House forms part of our "Complete Poultry Plant Outfit" offered at an Extraordinarily Low Price on page 73, where further description of this House will be found.

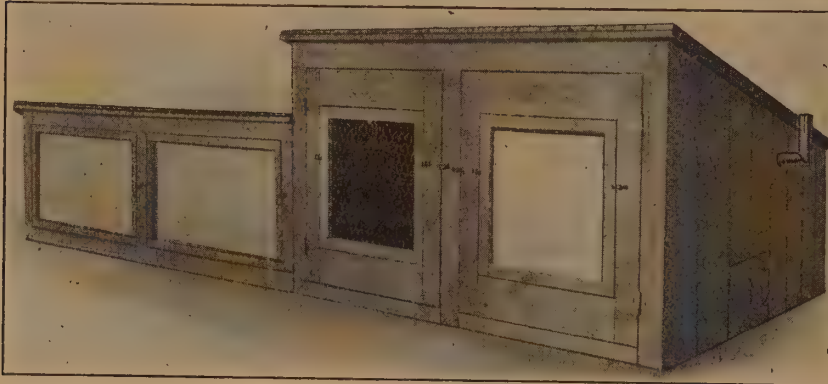
ESSEX-MODEL PEEP-O'-DAY HOUSE AND RUN

Showing Wire, Cotton, and Glass Frames; and Wire and Wooden Removable Roofs. (Four cotton frames in wire run—two in front, two in rear.)



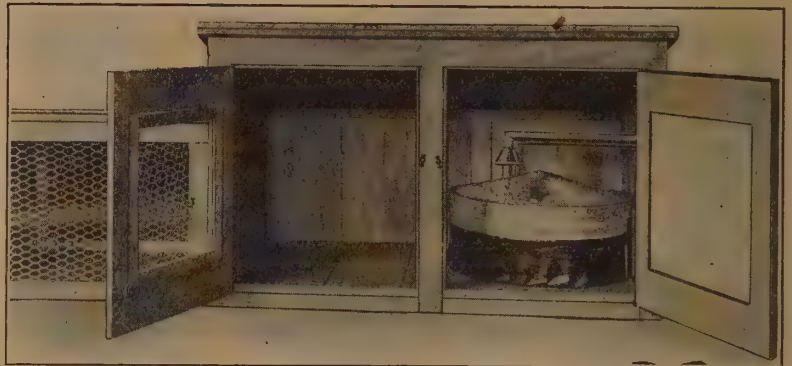
ESSEX-MODEL PEEP-O'-DAY HOUSE AND RUN

With Cotton Removable Ventilating Frames and Glass Window in position for cold weather. For manner of using Hover, see next picture.



ESSEX-MODEL PEEP-O'-DAY HOUSE

Showing Chick-Comfort Hover as used in previous picture; all fumes being carried outside. The Hover sits behind cotton frame when doors are closed. (See previous picture.) The chicks have exercise space in front of glass window, and a run outside protected by cotton frames, front and rear, to give light. Two flocks can be reared by using two Hovers and two Runs. We furnish dividing partition if two runs and two hovers are ordered.



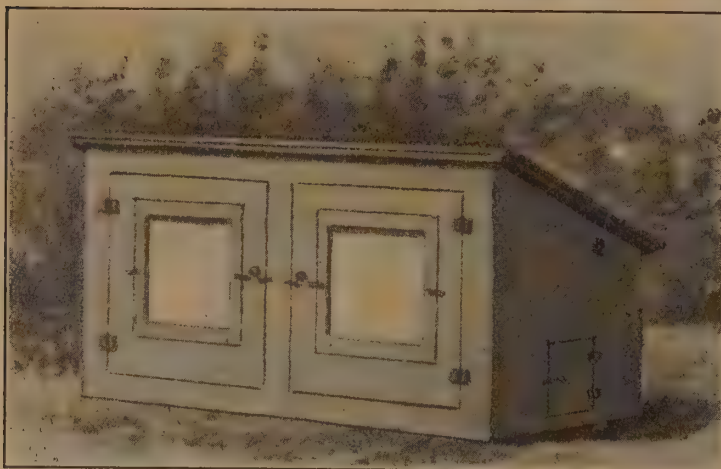
ESSEX-MODEL PEEP-O'-DAY HOUSE

One of these windows is glass. Both are removable and interchangeable.

PRICE OF PEEP-O'-DAY HOUSE

House with two doors, two removable window frames (one glass, one cotton, wire protected behind frames), with Roost and two Lice-proof Roost Hangers. Price \$8.50.

(For prices of House and Run and Hover in combination, see page 73.)



ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR

AN 800-EGG, COAL-HEATED, "BABY" MAMMOTH THAT CAN BE INCREASED TO ANY SIZE, SECTION BY SECTION

THE LATEST—THE BEST—THE CHEAPEST

FOR YEARS we have been working to produce a small coal-heated Incubator that would fill the need of poultrymen who do not wish to start on a big scale with a big Mammoth. Our big Mammoths have always proven superior and popular, but that has not prevented us from endeavoring to find a way to produce a smaller machine for those who need it. Other manufacturers have been trying to do the same. The difficulty has been that a small machine with a coal heater has cost proportionately more to build than a big one, and the poultryman could not afford to pay the price. The bigger machines which we and other manufacturers build, can be made to sell at a fair price, because no matter how big they are there is only one heater to buy. In other words: A heater costing \$50.00 or so does not amount to very much proportionately when it is part of a big incubator that costs \$200.00 or \$300.00 or more; but when a \$50 heater is put on a small incubator that sells for around \$100, it then represents one-half the price of the outfit, and there is only about \$50 left to build the whole of the machine itself. Every manufacturer has been up against this proposition, and they have all failed to overcome it.

NOW WE HAVE ACCOMPLISHED IT. The Robert Essex Incubator Company has again shown the way, and we now for the first time offer you an 800-egg "Baby" Mammoth, all complete, for \$125—the only one of its kind in all the world. Other manufacturers will follow us, but this year, as in past years, WE LEAD, and this is a great advantage to our customers.

The Essex-Model Mammoth is the result of a Quarter Century's experience in the poultry business. We have spent thousands of dollars in experimental work, and we have crowned our efforts by this latest development. In it we continue to use our hatching principle that has proven the best year after year—the principle that we have used for over ten years, and which is now imitated by the majority of Mammoth Incubator manufacturers. *This, our original principle, stands out alone for simplicity, low cost of operation and actual results in hatching.* That is why other manufacturers have followed our lead.

In addition to being the original users of the slat-bottom principle in both Mammoth and Standard Incubators, our experts are the inventors of the Patented Thermostat found only in the "Essex-Model" Mammoth, and are also the originators of the use of a separate one-piece (no joints) copper radiator in each compartment.

There is hardly a locality that will not support a hatchery of from 2,000 to 50,000 eggs a year, and the cost of operation of the Essex-Model is so low that it hardly needs consideration. You can draw your customers from miles around you, and whether you are selling Baby Chicks, doing custom hatching, or hatching for yourself

only, the Essex-Model Mammoth is the money-maker for you. You can start with a little "Baby" Mammoth, or with a big one. If you get a "Baby"—you can add to it any time one section of 400 eggs, or as many sections as you please, making it as big as you like.

Buy an Essex-Model 800-egg "Baby" Mammoth and watch it grow. It will grow, because you will be successful. Larger hatches of better chicks bring success, and the Essex-Model is the World's Best Hatcher.

Please bear in mind that the Essex-Model hatches Chicks, Ducks, Turkeys and Goose Eggs equally well, as our almost perfect moisture condition and ventilation, together with the accurately figured air capacity of each section, enables us to do this, under almost any condition.

BUILT AND SHIPPED IN SECTIONS

The Essex-Model Sectional construction enables us to ship you complete, any size Mammoth machine, in separate sections, one that the ordinary person can set up for operation in a short time *without expert assistance.* The ease of setting up is a great saving on the first cost, compared with the setting up of the ordinary Mammoth. The sections are easy to handle and carry. Any intelligent person that can handle a wrench and a screw driver can set up the Essex-Model in a few minutes.

The sections are so constructed that with our method of fitting all parts complete at the factory, there is no necessity for sending experts from the factory to install the machine for you. This saves



ESSEX-MODEL 800-EGG SECTIONAL "BABY" MAMMOTH INCUBATOR

This machine is made up of two sections. It can be added to any time by a section holding 400 eggs each. Price of 800-Egg "Baby" Mammoth Incubator, \$125.00.

ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR



ESSEX-MODEL MAMMOTH INCUBATOR

Showing a number of sections in position as the large size Mammoths appear. These big machines can be built with an 800-Egg Mammoth and added to, section by section as required. Each additional section costing but \$25.00 complete. Any one or more compartments can be operated at one time; and those not in use can be shut off by valve provided for the purpose, thus saving fuel.

quite an expense for our customers, and is one of the greatest improvements on Mammoth construction. We are, of course, in a position to send men from factory to erect Incubators or Brooders or Houses for those who desire it, but we want to make it clear that the expense of traveling and boarding workmen that go with the ordinary Mammoth is entirely unnecessary if you buy an Essex-Model.

The size of the compartments has been determined by comparative tests. These tests covering a long period, not only enable us to make the size most suitable for successful hatching, but when considered from the purchaser's standpoint, the most suitable for a general all-around and custom hatching business. Each section is 52 inches wide and 37 inches long and the bottom of machine is 33 inches from the floor. There are hatching chambers on both sides of the machine. Each section has two separate compartments of two trays each. Each tray is 16 x 24 inches and holds 100 hen eggs or 70 duck eggs.

UNINTERRUPTED OR FREE CIRCULATION (A New Invention found only in the Essex-Model.)

The Essex-Model expansion tank is provided with a glass gauge to permit the operator to see how much water stands in the system. This tank is used to provide for fluctuations in the volume of water in the system caused by changes in the temperature of the water.

In the "Essex-Model" the Heater, the Regulators, the Compound Auxiliary Tank and the Mains, acting in conjunction with our *Auxiliary Regulation*, constitute a circulation which is entirely independent of the egg chamber, and the Essex-Model is the only Mammoth made that possesses this advanced principle of construction. It is absolutely necessary in hot weather, more especially when the weather becomes warm suddenly. This circulation is entirely *outside* of the machine and is governed by our superior compartment regulation which is so designed that when the temperature has reached the desired point in the egg chamber the slightest advance in temperature causes the thermostat to close a special water valve, thereby diminishing the heat by shutting off the circulation

and causing the water to flow over a different and *outside* route. This absolutely holds down the heat in the egg compartment. This is the great secret of perfect control of heat in the Essex-Model. If more heat is required in the egg chamber the valve opens and the hot water from the mains again has access to the egg chamber.

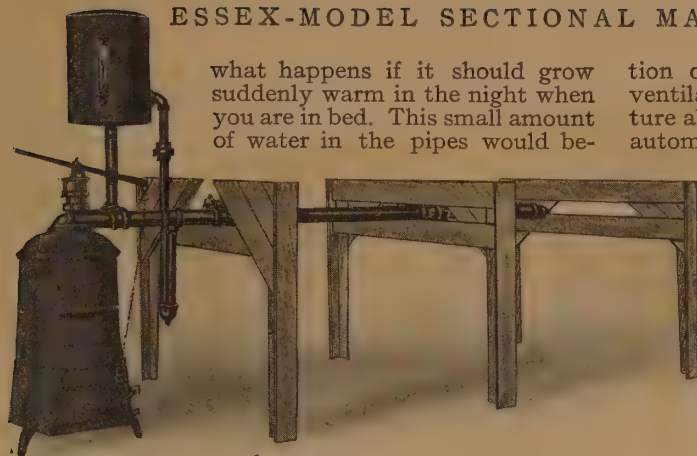
In small machines that are on the market the main flow and return are not of sufficient length to contain enough water to prevent over heating in hot weather, *and it is here that our new invention comes into action. We overcome the difficulty by utilizing the expansion tank as an auxiliary.* In other words, we have so connected the expansion tank to the main flow that the hot water is directed into it at once when the valves to the radiators become closed. *Let us explain the operation of this, our exclusive improvement.*

In all Mammoths when the valves are closed by thermostatic action, thus shutting off the circulation of water to the radiators, the whole heat from the fire in the heater is shut off from all the water in the machine except the small quantity in the main flow and return pipes. You can imagine



Illustration of Iron Piping and Copper Piping, showing comparative thickness of metal. Read on pages 55 and 56 how superior Copper is to Iron for holding the temperature even.

ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR



ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR

Showing first operation in setting up legs, heater, main flow and return piping. This piping is resting on the legs which have been placed in position to receive the sections.

come so hot that it would be forced more or less into the machine, and the egg chamber would become abnormally hot until the fire died down. By our newly invented connections of the main flow with the expansion tank—by using the expansion tank in this way as an auxiliary, we overcome all liability of trouble from this source. The water in the expansion tank is automatically added to the water in the main flow pipes, and so takes the place of the water in the radiators which is shut off. This actually increases instead of diminishes the amount of water to be heated, and keeps the water in the whole system at a moderate temperature until the fire in the heater dies down. This safeguard is one that no other machine possesses.

These features of the Essex-Model—namely, the Essex-Model Patented Corrugated Thermostat, the Automatic Water Regulation, and the Auxiliary Circulation System, form the Most Advanced and the Most Reliable Regulating System in existence.

THE MAINS—FLOW AND RETURN

The mains leading from the heater to the incubator are placed under the machine. Connections from the mains to the separate copper radiators in each compartment are made by the use of a special combination brass union valve. They act independently, which enables the operator to shut off any one compartment that is not in use without interfering in the least with the other compartments. OUR SECTIONAL CONSTRUCTION enables us to do this, every section being complete in itself without regard to the other sections. The Essex-Model is truly SECTIONAL in all the name implies.

COPPER RADIATORS—QUICKEST ACTING

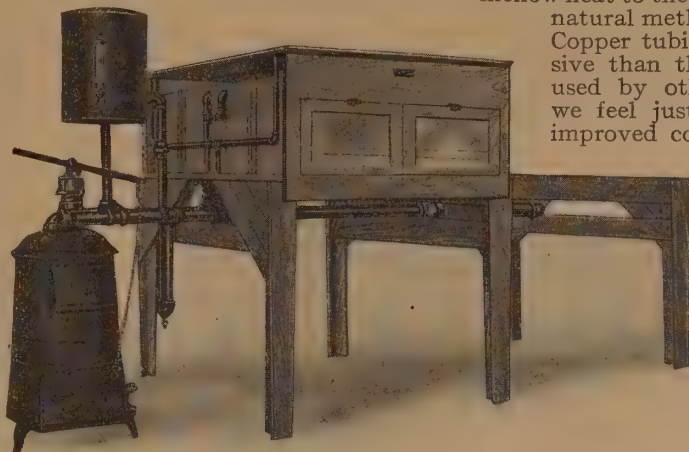
One of the most important parts of an incubator is the heating system. Even and correct distribu-

tion of heat is absolutely necessary. While the ventilation must be simple, it is the even temperature all over the egg chamber combined with perfect automatic ventilation that has made the Essex-Model famous. In our heating system, as in other important particulars, the Essex-Model is down-to-date. It leads! Each radiator is made of annealed copper seamless tubing. This is an advantage not possessed by any other Mammoth. They are an Essex-Model exclusive design, being made in one piece. There are no joints to leak, and the bends being half-round permit free circulation of water. There are two air vents in each compartment, one at the special valve connection and one at the center bend of the radiator coil, at its highest point. This prevents trapping of air and insures perfect circulation.

The copper radiator gives off a rich mellow heat to the egg chamber as near the natural method as can be obtained. Copper tubing is much more expensive than the common iron piping used by other manufacturers, yet we feel justified in furnishing this improved copper heating system as

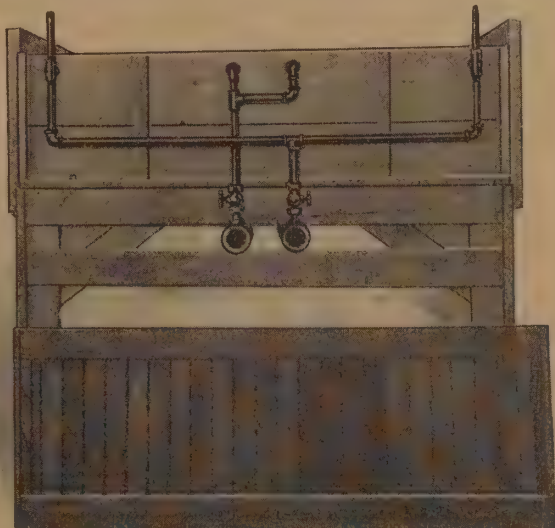
so much better results are obtained, and that is what counts in making money from poultry. See page 54.

It is by means of these copper radiators that we secure a quicker response to changes of the weather than is possible in any machine heated with iron piping or radiators. If the weather gets suddenly colder, the Essex-Model Thermostat



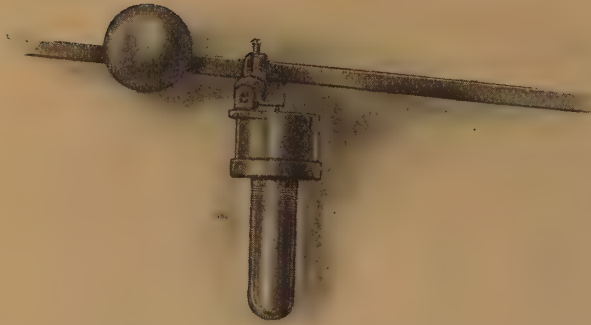
ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR

Showing first section placed in position on the legs. (For second section placed in position also, see page 53.)



View of a section of the Essex-Model Sectional Mammoth Incubator showing the independent piping that heats up each individual section. In this photograph the end casing has been removed to show the pipes. It appears below the machine, resting against the legs.

ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR



ESSEX-MODEL DAMPER REGULATOR

Which controls the fire in the heater, hence the temperature of the water in the main flow pipes.

immediately opens the valves in the egg chamber to admit a greater circulation of hot water. This hotter water flowing through the *copper* radiator *immediately* increases the heat given off to the eggs because the thin copper offers but little resistance to the heat. If the weather suddenly becomes warmer, the thermostat shuts off the flow of hot water and the copper radiator *immediately* becomes cooler, because being thin there is no large amount of metal to hold the heat after the circulation is cut off. These copper radiators, therefore, are worth far more than can be estimated in maintaining a correct temperature under all conditions. (For illustration see page 54.)

Think for a moment what is the effect of a sudden change of weather where thick iron radiators are used. Even if the water is forced into them quickly, the heat *cannot be applied to the eggs until it has passed through and heated the full thickness of the iron.* On the other hand, if the weather becomes warmer *there is the thickness of the iron to cool off before the egg chamber can be cooled.* If the Essex-Model Mammoth possessed no other advantage than these copper radiators, it would still be most profitable to you in the saving of eggs and hatching of more chicks by holding the temperature just where you want it during unexpected changes of weather.

THE ESSEX-MODEL REGULATING SYSTEM

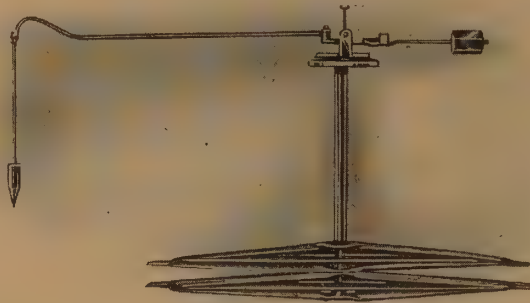
The Essex-Model Damper Regulator governs the draft in the heater, so governing the amount of heat given off, and prevents the overheating of the water in the main flow pipe. It is composed of metal. It is positive and invariable in its action. The bellows are constructed of spring brass of the very best quality. The accordion sides are formed of

deep folds which permit of ample yet very sensitive expansive effect. The water circulates around an inner shell containing a volatile fluid. As the temperature increases this fluid expands which tilts the lever and moves the damper on heater.

This Regulator is so sensitive that it immediately responds to the slightest change in temperature, insuring an even temperature in the flow of water under all conditions. We have avoided entirely the use of the float regulator on both our Mammoth Incubators and our Hot Water Brooder Systems, as the need for accuracy of the water temperature on incubators requires a regulator that can be depended on at all times and under varying conditions. A regulator of the float type cannot be depended on. As the float style of regulator depends entirely upon the amount of water in the system, and as there is a constant evaporation, it requires the daily attention of the operator to replenish the evaporation that has taken place. Some manufacturers have tried to overcome the evaporation by using oil in the expansion tank which contains the float. With our system of regulation the regulator continues to act and hold the fire in check as long as there is any water in the tank. *Evaporation does not affect it. With the Essex-Model you are always safe regardless of evaporation.*

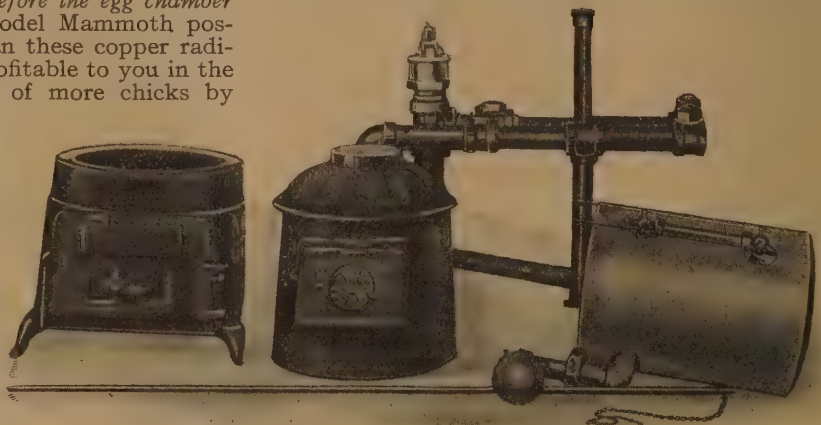
In addition to the Water and Damper Regulator which we have described, the Essex-Model Mammoth has a third and advanced method of regulation that governs the heat in each compartment, thereby insuring a correct temperature in the egg chamber. This is done by means of the *Essex-Model Patented Corrugated Thermostat.* This Thermostat controls the temperature of the egg

chamber. It is manufactured by us under our patent. It is clear that the thermostat which is the most rigid is of the greatest utility and gives off the greatest amount of positive movement. No other style of



REGULATOR USED IN EACH INDIVIDUAL COMPARTMENT OF THE ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR

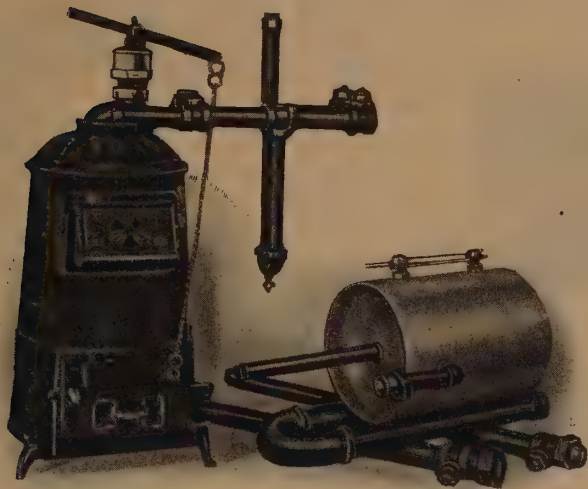
Showing Essex-Model Double Corrugated Thermostat (patented)



ESSEX-MODEL MAMMOTH INCUBATOR HEATER

Showing the separate parts, namely: Base, Fire-Pot, Expansion Tank, Piping, Balance Bar and Weight, also piping of our Safety Circulation System.

ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR



ESSEX-MODEL MAMMOTH INCUBATOR HEATER

Showing the first operation in connecting the parts—the fire-pot and piping connected therewith has been set upon the base, and balance bar placed in position.

regulator has been devised that is equal to the Corrugated Essex-Model in this particular. It is sensitive within a fraction of a degree and its mechanically perfect attachments can be relied upon. Any mechanic will testify to its effectiveness at a glance. (See page 29 for evidence on this point.)

No other incubator can be regulated to the nicety that the Essex-Model can with its double regulating system and superior thermostat—one acting as a supplement to the other. One acts as a safeguard over the other in case of accident. You are doubly safeguarded. You want your machine to be safe as well as effective.

ESSEX-MODEL MAMMOTH HEATER

The Coal Heater—The Essex-Model Coal Heater is carefully proportioned to occupy the least amount of space, and at the same time secure the fullest possible water-heating value from the fuel consumed. It is made from selected cast iron which holds the heat satisfactorily and is practically indestructible. It is built so as to combine a large coal firing surface with an unusual area of water surface brought directly in contact with the heat of the fire, thus taking up the largest measure of available heating power from a small amount of coal. The principal heating part is a single well-made casting which divides the water courses positioned over the most intense heat. There is no choking of the heat currents, and the fuel consumed affords the maximum of service in the rapid and economical heating of the water. It is so constructed that every particle of water, from the moment it commences to absorb heat, expands and moves freely and rapidly into the circulating system, thereby bringing it up to the required temperature quickly when the drafts are turned on.

All our heaters are tested upwards of 80 lbs. hydrostatic pressure. The grates allow for liberal air space, yet at the same time the fingers of the grate bars are sufficiently close together to permit the use of Pea or Slack coal. They are designed so that the extensive fire surfaces are self-cleansed by the flame. There are very few angles, even in our large sizes, where soot or ashes can lodge. As every precaution is taken with these heaters to make them self-cleansing and to maintain the sur-

faces in the best condition to economically transmit heat to the water, they are ideal heaters, not only for Incubators, but for Brooders also. It should be remembered that the less coal the heater consumes, the more profit there is in its operation. We give this fact the closest investigation, and our customers will do well to consider it carefully when buying.

The Gas Heater—The Essex-Model Special Gas Heater burns either natural or artificial gas.

The adoption of this special gas heater places the Essex-Model a step in advance of all competitors in reducing work in connection with operating a Mammoth Incubator, and we recommend its use wherever cheap gas is obtainable.

Our experimental department has spent considerable time in testing out different Gas Heaters designed to be used in Incubators and in Brooding Systems; and at last we are able to offer you a self-regulating Gas Heater that will keep the temperature of the water at one point day in and day out.

The greatest mistake on the part of manufacturers of Gas Heaters has been their failure to adequately protect the appliance which they offered, so that there has generally been a loss of radiation amounting perhaps to 25%. There has also been a loss of energy due to heat absorption and radiation into the metal part of the appliance. If you examine our Gas Heater you will find that every square inch of heating surface is fully employed, and the heat controlled by the simple method of thermo-valve regulation of the gas supply.

We can supply Gas Heaters for Mammoth Incubators or Brooding Systems of any size at the same price as coal heaters. (For illustration see page 58.)

CONSTRUCTION IN GENERAL

(There is nothing cheap about the Essex-Model except the Price.)

The Size—Each section holds 400 eggs and is

divided into two compartments—two trays in each compartment, with a door opening to each tray. The trays hold 100 hen eggs each and are separated by a partition so as to prevent the mixing of chicks in custom hatching or pedigree work. There is a separate door to each 100 eggs.

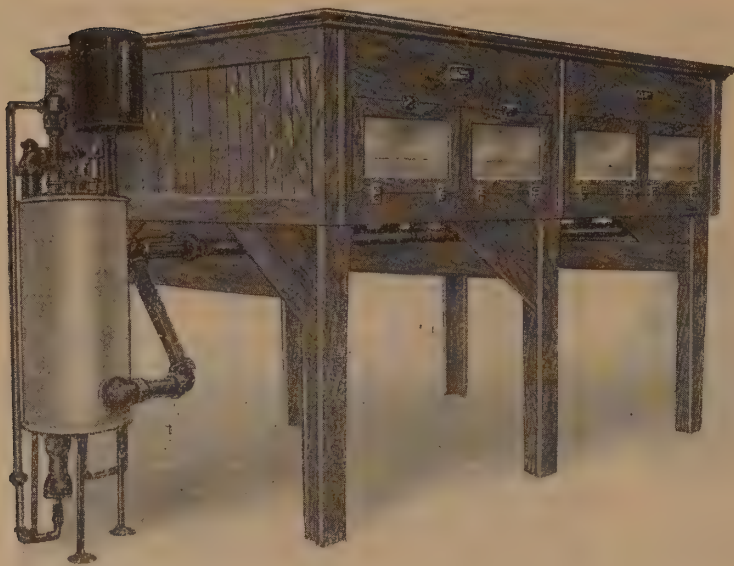
Each tray is 16 x 24 inches and substantially made with a good solid wooden frame covered with a five-inch mesh galvanized cloth, which



ESSEX-MODEL MAMMOTH INCUBATOR HEATER

Showing second operation in connecting the parts—expansion tank has been set in place and connected with the first section of the main flow and return piping. The piping for second section of main flow and return appears upon floor.

ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR



ESSEX-MODEL 800-EGG "BABY" MAMMOTH INCUBATOR
HEATED BY GAS

Showing Gas Heater in position.

prevents the eggs from sagging, and admits turning without difficulty. The sides of the trays are made the right depth to allow placing one tray over the other to turn all the eggs completely at one motion.

The Valves—The special valves used are all made of brass, and will not rust and cause trouble. They are so designed that the plunger is self-cleaning, as the knife-edge prevents the accumulation of sediment. This valve is operated by our patented zinc and steel thermostat, the most sensitive thermostat made to operate at all temperatures.

The Case—The case of the Essex-Model Mammoth is made of kiln-dried chestnut of selected beautiful grain, and being hardwood it does not shrink and warp out of shape as do the softer woods used in the majority of incubators. (See page 41 for proof of the value of chestnut for incubators.)

The Sections—Every Standard section is made over identical forms and they are therefore perfect duplicates—no misfits. The joints are mortised and tenoned, forming a superior piece of cabinet work. We employ the highest grade of workmen to maintain the superiority of the Essex-Model, and the appearance of the machines is good evidence of that superiority. The doors are heavy and double glazed, with air space between the glass. The hardware is of the best, regular sash locks being used to hold the doors fastened, as they enable the operator to turn and fasten as tightly as desired. *Each section is numbered*, and a label holder is placed over each tray to enable the operator to keep track of the eggs set, etc.

Double Wall Packing—The space between the inside top and the outside casing is packed with laminated cotton, the most approved method of packing known to incubator manufacturers. This heavy cotton reinforced blanket between two wooden walls holds the heat perfectly, and has a great deal to do in withstanding changes of temperature outside the machine.

Slat-Bottom Ventilation—The Special Removable Slat Bottoms (our ten-year-old and tried Principle of Ventilation) are constructed of mortised and tenoned strips. They are held in place by buttons, and are readily removed after each hatch

for cleaning and disinfecting. *These constitute our automatic ventilating principle now widely imitated by other manufacturers.*

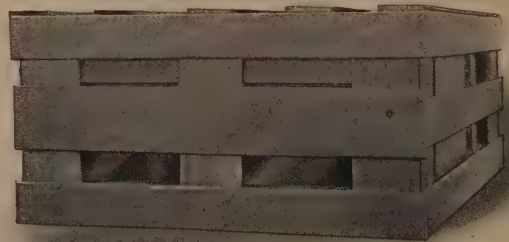
Thermometers—Each section is furnished with two Essex-Model Thermometers of the regular "Tri-Test" standard. These are made in our own factory and under our personal supervision. All are aged one year before pointing for use, which with our system of Tri-Testing enables us to furnish a thermometer that is absolutely correct. When you buy an Incubator Thermometer, no matter what incubator you use, insist on getting an Essex-Model, as it denotes accuracy, and you should not waste time or valuable eggs with a thermometer that is inaccurate. We want the best possible thermometer in our machines, so we make them ourselves—every one hand made.

SETTING UP THE ESSEX-MODEL SECTIONAL MAMMOTH

It is a very easy matter to set up an Essex-Model Mammoth machine as it is made in sections. Our 800-egg "Baby" Mammoth is built in two sections. It comes to you with parts together, all complete. You have no nailing to do; there is no sorting out of trays and tops and bottoms and ends to be done; the main pipes are all cut to fit and cannot be connected wrong. You receive each section crated complete. The heater comes crated, and all you have to do is to uncrate the machine; place it alongside the heater; couple the two main pipes underneath the machine together; screw machine and legs together in the holes ready made with the screws provided—and it is done. This is a simple and easy matter. Two persons can set up an 800-egg machine complete, ready to operate, in a comparatively short time. It takes days, sometimes weeks, to do this with old-style machines.

The Essex-Model Mammoth is a model of perfection in every respect. It is the acknowledged leader in this line. It is worthy of your confidence. It stands alone in its reliability, and in its simplicity of operation. It represents the embodiment of the latest ideas in solving the problem of developing from the egg a bright, livable chick—one that you can raise with certainty and economy.

Every size of the Essex-Model from the 800-egg capacity to the largest, is simple to put up and to operate. If you start with the 800-egg size and should at any time wish to enlarge your incubator, it can be done by ordering more sections, which you can add with very little trouble, and at small cost. An additional 400-egg section costs you but \$25.



Crate showing how a section of the Essex-Model Mammoth Incubator is shipped.

ESSEX-MODEL MAMMOTH SECTIONAL INCUBATOR

SIZE OF CELLAR REQUIRED FOR ESSEX-MODEL MAMMOTH INCUBATOR

Single Row							
Width	Length	Egg Capacity	Price	Width	Length	Egg Capacity	Price
10' 6"	11' 6"	800	\$125.00	10' 6"	50'	5600	\$450.00
10' 6"	14' 8"	1200	150.00	10' 6"	53' 3"	6000	475.00
10' 6"	17' 10"	1600	175.00	10' 6"	56' 6"	6400	500.00
10' 6"	21'	2000	200.00	10' 6"	59' 9"	6800	525.00
10' 6"	24' 2"	2400	225.00	10' 6"	63'	7200	550.00
10' 6"	27' 4"	2800	250.00	10' 6"	66' 3"	7600	575.00
10' 6"	30' 6"	3200	275.00	10' 6"	69' 6"	8000	600.00
10' 6"	33' 9"	3600	300.00	10' 6"	72' 9"	8400	650.00
10' 6"	37'	4000	325.00	10' 6"	76'	8800	675.00
10' 6"	40' 3"	4400	350.00	10' 6"	79' 3"	9200	700.00
10' 6"	43' 6"	4800	375.00	10' 6"	82' 6"	9600	725.00
10' 6"	46' 9"	5200	400.00	10' 6"	85' 9"	10000	750.00
Double Row							
20'	11' 6"	1600	\$250.00	20'	30' 6"	6400	\$550.00
20'	14' 8"	2400	300.00	20'	33' 9"	7200	600.00
20'	17' 10"	3200	350.00	20'	37'	8000	650.00
20'	21'	4000	400.00	20'	40' 3"	8800	700.00
20'	24' 2"	4800	450.00	20'	43' 6"	9600	750.00
20'	27' 4"	5600	500.00	20'	46' 9"	10400	800.00

24 REASONS WHY YOU SHOULD BUY THE ESSEX-MODEL SECTIONAL MAMMOTH INCUBATOR

(1) Because with it you can start in a small way, at less cost than with any other coal-heated Mammoth.

(2) Because it can be increased to any size, Section by Section, at \$25. per Section of 400 eggs. It grows as your business grows.

(3) Because it is the Most Superior "Baby" Mammoth made—built of the same material, and designed with the care and experience which have made our Standard machines the World's Most Famous Hatchers during the past ten years—and the price is right—\$125.

(4) Because, notwithstanding its Superiority, it costs less per egg than any other, for either a little or a big machine. It costs less for 800 eggs, and it costs less every 400 eggs above that, being only at rate of 6¼ cents per egg capacity for every additional section.

(5) Because our Quarter Century's Experience in the requirements of Artificial Incubation is a guarantee that our "Baby" Mammoth is built on correct scientific principles, and our record on Mammoths is that every one we have put out has been satisfactory—a record which cannot be duplicated.

(6) Because it has a removable slatted bottom—our ten-year-old Standard Principle of Ventilation, now acknowledged to be the correct principle, and followed by most manufacturers.

(7) Because its regulation is the most perfect of all machines—made so by our Patented Corrugated Thermostat—the Most Sensitive, and Strongest, and Most Durable of any. It is all Metal, therefore practically indestructible.

(8) Because it has a Triple Regulation—a Triple Safeguard—our Damper Regulator, our Corrugated Thermostat, and our Safety Circulation.

(9) Because the regulation of every compartment is taken care of independently by a separate Essex-Model Corrugated Thermostat in each compartment.

(10) Because the Essex-Model Metal Regulator Arms do not shrink and swell as the atmosphere changes. Wooden Arms do, and are therefore thrown out of balance when you least suspect it.

(11) Because our Triple Regulation System takes care of the machine exactly, no matter how the weather changes while you sleep.

(12) Because the cut-off valves operate right in the Essex-Model, being held in place by the pull

of our metal thermostat, and not merely by their weight as in some machines; and because the accumulation of sediment in the water has no place to lodge and interfere with its working in the Essex-Model.

(13) BECAUSE IT IS THE ONLY MAMMOTH HAVING SUPPLEMENTARY AUTOMATIC SAFETY CIRCULATION. (This reason alone saves you sleepless nights.)

(14) Because it is the only Mammoth using Copper Radiators which are quicker to respond to heat, and quicker to respond to cold; and they do not rust. (Why should you buy iron radiators that do not possess either of these advantages?)

(15) Because you can use any one compartment you wish without heating the others and so wasting coal. It has separate cut-off valves for each compartment—every compartment being independent so that you can put in eggs any day, or every day.

(16) Because the Egg Trays are just the size you need—100 eggs each—for custom hatching, or to keep your matings separate. A woman can handle them easily.

(17) Because every egg tray is equipped with one of our own hand-made Tri-Test Thermometers—made by us for years so as to be sure our machines contain the best thermometers—the surest temperature indicators.

(18) Because it is so proportioned as to hatch Ducks and Chickens and other birds equally well. It is the World's Best Hatcher.

(19) Because the chicks hatched in the "Baby" Mammoth are like those hatched in our "Standards"—big, strong, healthy; and they live and thrive.

(20) Because you can run it with either Coal or Gas

(21) Because it is made of Chestnut, beautifully finished, and as good a piece of furniture as you'd wish to see. A credit to the best incubator cellar on earth.

(22) Because the fitting and building is done in our factory, not at your house.

(23) Because the Sections being small are readily handled when setting up the machine. They go through ordinary doors easily. No need to cut special doors in cellar or house.

(24) Because it operates itself after you have started it. The simplest machine of all to run.

A TALK ABOUT MAMMOTH INCUBATORS

When you buy a Mammoth Incubator you want one that can be relied upon without a doubt; and we want to tell you a fact that should help you decide which Mammoth you prefer to buy.

On the previous pages we have told you of Superior construction, but now we want to tell you of a Record possessed by the Essex-Model Mammoth—and by the Essex-Model alone. It is this—Of all the Mammoths we have manufactured, everyone has given satisfaction. This record cannot be duplicated, and we do not hesitate to say so. Therefore, you may feel assured that when you buy an Essex-Model you are taking no chances, wasting no time—you are buying a sure thing.

Do you wish to know what users think of the Essex-Model Mammoths?

Below is a letter from one of the biggest egg-producing farms in the country, written by a man who has had experience with Essex-Model Standard Incubators on four of the Largest Poultry Plants in America.



An Essex-Model Mammoth on the Fairview Farms, Orchard Park, N. Y., which the experienced Manager states below hatched as many chicks as any hatch he had ever secured in small machines—and he has operated as many as 146 in a single cellar.

"IN SELECTING YOUR MACHINE I AM GUIDED BY MY EXPERIENCE"

ORCHARD PARK, N. Y., Dec. 31, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

I have been so busy during the past summer and fall I have not had an opportunity to write to you before, regarding the Sectional Mammoth Incubator you installed in our cellar last March.

It has done splendid work for us. Not only were the hatches as large as any I have had in any small machines, but I think somewhat larger, and in my opinion the chicks were larger and stronger.

In selecting your machine I am guided by my experience with your Standard No. 3 which I have used from the time they were first put on the market. I have operated in one cellar as many as 146 No. 3's and No. 4's, and have hatched as many chicks and ducks as any man in the business.

As the profits in poultry raising depend on the size of the hatches and strength of the birds hatched, I can freely recommend to anyone just starting, or to those having difficulty with other makes of machines, that they purchase an Essex-Model, in my opinion the best incubator made.

Yours very truly,

FAIRVIEW FARMS CO., Robert Herman, Manager.

THIS IS THE WAY IT STARTS

Hill Crest Poultry and Fruit Farm,

WESTMORELAND, N. H., March 26, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

The Portable Mammoth Incubator is running like a clock now. I have it filled with eggs.

Yours truly,

J. E. SHELTON, Proprietor.

AND IT GAVE THE BEST OF SATISFACTION

WESTMORELAND, N. H., Dec. 27, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

I wish to say that the incubator we purchased of you last season gave the best of satisfaction and I think for a beginner in the poultry business it is the best of all Mammoth Machines yet!

Yours truly,

J. E. SHELTON, Prop.

ESSEX-MODEL MAMMOTH SECTIONAL INCUBATORS

70 TO 90 PER CENT. OF UN-TESTED EGGS

LYONS, N. Y., April 29, 1913.
Robert Essex Incubator Co., Buffalo,
N. Y.

The Mammoth Incubators are working like a charm. Average hatch 70% from all eggs put in. We will need two more next winter.

We have had this season a hatch of a trifle over 900 chicks, or 900 good strong chicks from 1,000 fertile eggs.

Yours very truly,
THE DEROY TAYLOR CO.
Per Derooy Taylor.

DAY LETTER—WESTERN UNION TELEGRAPH CO.

GRAND RAPIDS, MICH., Feb. 7, 1913.
Robert Essex Incubator Company.

Machine, material and workmanship exceptionally fine.

N. P. HUSTED.

A SUPERIOR MACHINE

GRANDVILLE, MICH., Feb. 8, 1913.
Robert Essex Incubator Co., Buffalo,
N. Y.

We wish to thank you for the prompt erection, good material used, and excellent workmanship of our new 10,240-egg incubator.

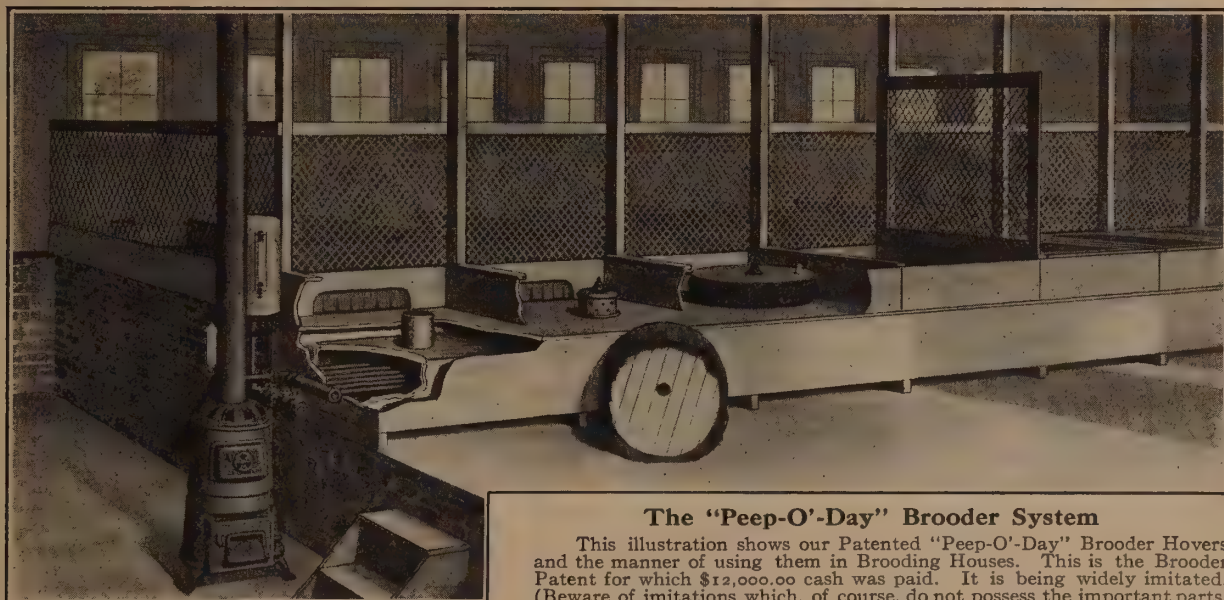
Yours respectfully,
HUSTED POULTRY FARM,
W. F. Monroe, Manager.



Two Essex-Model Mammoth Incubators in the cellar of Derooy Taylor, Lyons, N. Y., which averaged 70 per cent. without testing.

ESSEX-MODEL "PEEP-O'-DAY" BROODING SYSTEM

(Constructed Under and Protected by Patents Issued)



The "Peep-O'-Day" Brooder System

This illustration shows our Patented "Peep-O'-Day" Brooder Hovers and the manner of using them in Brooding Houses. This is the Brooder Patent for which \$12,000.00 cash was paid. It is being widely imitated. (Beware of imitations which, of course, do not possess the important parts. Get the real thing).

We have cut away the end of pipe box or trough to show the pipes. This trough is made of $\frac{3}{4}$ -inch lumber and covered with a good building paper; then recovered with $\frac{3}{4}$ -inch tongued and grooved stock—a most substantial and unusual construction. This trough is divided into compartments of the same size as the hover compartments. There are six one-inch holes in the bottom of trough, covered with fine wire netting to allow a constant supply of air to the compartments to be warmed. The wire screen prevents mice from getting into the compartments when not in use. In the first cutaway section at the left the warm air thimble is shown set in position above the pipes. It also shows the space between the pipe trough and brooder floor. This space insures a cool floor, and prevents leg weakness. The second section shows the circular hover removed, also the radiator and diffusion plates in place. The third section has the hover in place ready for the chicks. The fourth section shows the top or wire cover raised. The fifth section shows complete enclosure, as it appears when in use. The Heater, Damper Regulator, Expansion Tank and Manifolds are shown at left of illustration.

Blue prints giving dimensions of different parts furnished with all orders for Brooder Systems.

Nearly every poultryman of prominence has heard of the "Peep-O'-Day" Brooder, and those who have used it have been loud in its praises. Its immense popularity can be guessed at when we say

that one of the U. S. Patents issued on this Brooder was purchased for \$12,000.00 cash—and our old friend, A. F. Hunter, former Editor of *Farm Poultry*, saw the money paid. This Patent is owned

ESSEX-MODEL "PEEP-O'-DAY" BROODING SYSTEM



Essex-Model "Peep-O'-Day" Ventilating Casting showing connection between thimble below the chick compartment, the fresh air ventilating casting in the chick compartment, and the pyramid casting above the chick compartment by which the heat is controlled.

by us. It appears in the group of Patents photographed on page 40. We mention these facts to indicate the unusual value that both poultrymen and business men place upon it.

The "Peep-O'-Day" Brooding System which is described here, is constructed under and protected by the "Peep-O'-Day" Letters Patent. There have been imitations of this System made, but the real article is protected by our Patent, and cannot be manufactured by any other concern.

The great advantages of the "Peep-O'-Day" Brooding System constructed under our Patent consist of:

First—The method of introducing fresh air to the chick compartment. Our method of heating the chick compartment is by diffusion—such diffusion of fresh air as automatically creates a continuous and warm ventilation. Hovers heated by Radiation without a system of Ventilation are death to chicks, and should be avoided.

Second—By our patented cone register system we secure a double benefit. When the register is closed the heat is confined to the hover for the chicks; when it is open the air is allowed to pass out of hover to the room, keeping it comfortable.

The general requirements of a practical and profitable Brooding System are well known to commercial poultry breeders; and in the "Peep-O'-Day" principle we furnish a device that meets those requirements, thereby combining mechanical and inventive skill with experience gained from an extensive practice in the poultry business.

The "Peep-O'-Day" Brooding System is intended for use in Brooding Houses of all sizes. Individual hovers are used in each pen, each one being heated by a hot water pipe system that can be regulated and ventilated to a nicety.

This system in addition to supplying heat to the individual Hovers, keeps the Brooding House at a temperature that is beneficial to the chicks.

The heater used is the same as that we furnish with our Mammoth Incubator. (For full description see page 57). The fact that we chose this heater for use with our Mammoth Incubator is sufficient evidence that we appreciate its value, for in an Incubator the temperature needs to be regulated exactly to a degree. Brooding House heating is not necessarily so exact. In fact quite often too little care is taken in providing the regu-

lating equipment. But we prefer to use equipment that can be relied upon. In our opinion *it is far easier to hatch chicks than to raise them*; so we exert our utmost knowledge of the business in constructing this "Peep-O'-Day" Brooding System.

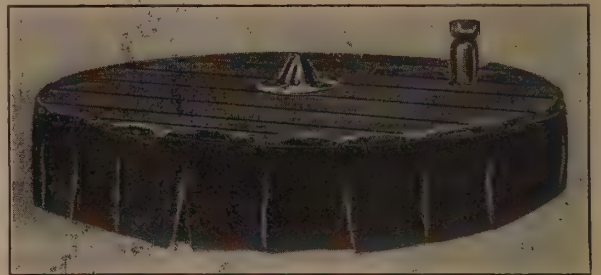
This patented system of heating and ventilation insures a supply of warm air to the chicks under the hover. The cool air is admitted to the fresh air box immediately below the heater pipes. Passing around these pipes it is gradually warmed, and after rising into the conical casting it is uniformly diffused through a perforated metal cylinder into the circular hover. If the hover temperature is too high the heated air finds its exit through openings in the cone register which is controlled by a slight turn of the hover. Should the temperature be too low the register is closed and the warm air is retained under the hover.

This system of ventilation and diffusion avoids "hot spots" under the hover, thus preventing the disastrous crowding that is frequent with incorrectly constructed Brooding Systems. Crowding causes loss in raising chicks, and in this system as in all the Essex-Model Brooders we have been careful to guard against it.

Prices of "Peep-O'-Day" Brooding System

We can quote you prices on this "Peep-O'-Day" Brooding System complete ready to install in any size Brooding House; or we can sell you the heating and hover equipment only. State size of house and number of pens when writing.

The heating and hover equipment consists of the following: A coal or gas heater, automatic regulator, expansion tank, water gauge, six runs of 1 1/4-



Essex-Model "Peep-O'-Day" Hover, showing center pyramid casting by which the ventilation is controlled.

inch pipe, manifolds, cast iron radiators with adjustable temperature regulators, warm air thimbles, hover top and curtain with special adjustable brooder thermometer.

If desired, we furnish mechanics to erect the system.

We can also furnish complete Brooding Houses built at our factory and shipped knock-down to save freight.

We also furnish equipment for complete poultry plants, and utilize our extensive knowledge to save your money and start you right. (For poultry houses, see pages 74 to 76.)

ESSEX-MODEL COLONY C BROODER RAISES CHICKS IN A BLIZZARD. WON 1st AND 2d PRIZES AT STATE FAIR

Robert Essex Incubator Company.

I believe it is due you people who are manufacturing high quality goods, to let you know that I raised 1st and 2d R. C. Rhode Island Red Pullets at the State Fair this year. They were hatched in your Incubator and raised in your Brooders. Judge Card says he never saw such fine females in his life. I lay this mostly to the perfect ventilation in your machines.

I am sending a photograph of the Brooder. The temperature when the photo was taken was about 20° above zero. The wind was awfully fierce—so cold that one could not stay out with common clothes on. These Brooders were not put under any cover at all. I used them last spring when the wind blew so cold a chick could not live outside of them, even when boards were put up to protect them from the wind. But they grew in the exercise room, and were not allowed out for nearly a month. I used the same way to raise chicks when snow was on the ground. It was awfully cold, but the wind did not blow so hard.

Yours,
H. L. GREENE.

1914 ESSEX-MODEL BROODERS

AMERICA'S LARGEST LINE OF OUTDOOR AND INDOOR COLONY BROODERS AND IMPROVED REMOVABLE HOVERS

**The Latest and Greatest Advance in Brooder and Hover Construction—Combining
in a High Degree the Advantages of Light, Heat, Ventilation and
Floor Space with Labor-Saving Convenience**

H EALTH! HEALTH! HEALTH FOR CHICKS IS THE SECRET OF SUCCESS. The whole basis on which Essex-Model Brooders and Hovers are designed is founded upon a knowledge of what is needed to raise more and stronger chicks. In this our Quarter Century's Experience counts. We know the obstacles to successful chick-raising and have overcome them.

Our advice on Brooders and Brooding is given because of information we have gained by actual practice in poultry raising. This advice to which we refer is based upon the undoubted fact that it is harder to raise chicks than to hatch them.

The greatest mistake in poultry-keeping is to be too economical on Brooders. It is far easier to hatch chicks than to raise them, and we have no hesitation in saying that most of the failures in poultry-keeping are the result of chicks dying after they are hatched. This statement will be readily corroborated by every experienced poultry raiser. Therefore, if you would be successful, get the Best Brooders—the Chick-Raising kind. We tell you candidly that poor judgment, and too great a desire to economize in this respect, may mean failure for you, while good judgment results in success. It's all in the RAISING of the chicks. If crowding your chicks in a single brooder causes you loss, it is better to get another brooder and save them all. Loss of chicks means loss of money. A prominent successful poultry breeder who raises many thousands every year recently said: **"Only avoid the losses, and there is nothing to the chicken business."** He was perfectly right. The "chicken business" is a "snap," if you only avoid the losses.

All our Brooders and Hovers are made on the Essex-Model principle of **"You should see every chick every day. Know their condition, and be successful."** In the Essex-Model Brooders (as in no others) all the chicks can be readily seen by simply lifting the Hover, without having to unscrew or remove any of the parts. Take a look under the Hover every day. That is the way to raise chicks.

The splendid combination of **Light, Heat, Ventilation and Floor Space** possessed by the 1914 Essex-Model Brooders illustrated on the following pages, is so designed as to afford the young chicks natural conditions without natural dangers; to provide ventilation without draught; heat without oil fumes; light sufficient for their needs; and an amount of hover and floor space that is not equalled at the price in any other similar brooder. **They Mother the Chicks Better Than a Hen** because they possess the advantages without the dangers and discomforts of natural brooding.

ESSEX-MODEL PORTABLE HOVER

For Use in Houses, Brooders, Boxes, etc., etc.

(This hover has been made by us under the name **"Portable"** Hover for five years. Please do not confuse it with hovers of other manufacturers who have appropriated the name recently for hovers of their make. This is only another instance where we lead—others follow.)

Our 1914 Portable Hover is complete in itself. It is easier to get at the chicks under this hover than it is to get at them under a hen. It may be raised for cleaning purposes, or to examine the chicks beneath it, without detaching it from the brooder—one of our improvements not possessed by any other similar hover, and one which has proven so popular and beneficial. It bears out the Essex-Model principle of **"You**



ESSEX-MODEL 1914 PORTABLE HOVER

This illustrates the Essex-Model Portable Hover set up ready for operation in any brooder, brooding house, colony house, barn, piano box, coop, or other building. Notice position of drum which stores up the heat at a point farthest from lamp box, thereby causing chicks to spread out and not crowd. (See also view of parts on next page.) **Price, \$7.00.**

ESSEX-MODEL BROODERS



ESSEX-MODEL 1914 PORTABLE HOVER

This illustration shows all the separate parts of the Essex-Model Portable Hover. It includes galvanized iron lamp box with lamp and chimney; heat drum, connected with the box by inlet and outlet pipes; wooden hover with enameled pendant curtain, and brooder thermometer; all complete. (See full description beginning on page 63. See also lamp box below.) **Price, \$7.00.**

should see every chick every day. Know their condition, and be successful." You will do it if it is easy. If it is troublesome, you won't; and with the "Essex-Model" it is easy.

Every successful poultry-keeper today recognizes the value of a dependable hover; one that can be used in or out of a brooder—on a barn floor—in a brooding house—anywhere.

The Essex-Model Portable Hover may be used as a Heater and Chick Hover for colony houses; brooding houses; for various styles of poultry houses; for boxes; home-made brooders; piano cases; or, in fact, for any type of coop or house where chickens can be reared. For equipping brooding houses it is highly recommended on account of its labor-saving, convenient construction and large capacity. Twenty of these Hovers in a 100-foot brooding house will raise more strong chicks than any other method of brooding or any other style of hover. The lamp box goes in the passage and the hover in the pen. Each Hover is complete in itself.

This Portable Hover represents a most important advance in the construction of improved brooding devices. It is the only down-to-date Hover that gives ready access to the chicks beneath it. In most hovers it is a hardship to get at the chicks, or to clean beneath the hover; but the "Essex-Model," with its convenient labor-saving design, enables the user to clean the space beneath the Hover with ease. Under some hovers the chicks are liable to die and to remain unnoticed, because, it being necessary to get down on one's hands and knees, the duty of examining the chicks beneath such hovers is often put off till another day, and in that way the health of the chicks is neglected. A hover or brooder that permits you to investigate the condi-

tion of the chicks daily without trouble overcomes that danger and loss. In this particular the original Portable "Essex-Model" is the only one of its kind. It is in a class by itself.

This Hover is heated by a specially-constructed galvanized iron Heater, to which the heat is conveyed by a seamless bowl, galvanized-iron lamp with chimney.

The Heater and Lamp Box are made entirely of Galvanized Iron. The lamp box may be placed outside the poultry house or coop, and the heater and hover on the inside; or in the case of a brooding house with a passage-way separated from the pens by a partition, the lamp box may be placed in the passage-way, and the hover in the pen on the other side of the partition. In such case the whole of the pen—the entire floor space—is left unobstructed for the chicks to exercise, the lamp box and lamp being outside. (See illustrations.)

Please notice particularly the **heat-drum** at the end of the heat pipes **farthest away from the lamp**. This is a new invention of ours, and is possessed by no other hover. It draws the chicks away from the lamp end, causes them to spread out, and so avoid sweating and colds. This advantage alone would make our Portable Hover the most practical—the best chick-raiser.

The heater and lamp box are so designed as to distribute warm air to the chicks without any possibility of introducing lamp fumes or gases. They are the latest improved; the most healthful; the most practical. The pure fresh outside air is drawn directly into a separate fresh-air chamber in the top of the lamp box, and there it is thoroughly warmed before it passes into the Hover, so that the chicks are constantly supplied with **pure, warm, health-giving fresh air**. This makes the Essex-Model Portable Hover positively a **fresh-air brooding device** that insures the comfort of the chicks at all times. The chicks being comfortable, happy and contented, are bound to thrive and grow rapidly into sturdy, healthy specimens; and the most healthful conditions cannot be secured except by such construction as this. All these advantages mean better chick-raising—more profit to you.

An Improved Lamp-Box

Let us draw your special attention to our **Latest Improved 1914 Lamp Box** illustrated on this page. The illustration shows three boxes. The two outside boxes show the old-fashioned way in which the lamp had to be put in and taken out. It could not be done without removing the lamp chimney, as shown in the two outside illustrations. That made it very awkward, and often resulted in burning one's fingers unscrewing the lamp chimney from the lamp. Therefore we invented a new design which meant a larger lamp box; and in so doing we have secured the **most convenient, easiest-to-handle lamp box ever invented**. There is no need of removing the chimney, except when you wish to clean or trim the wick, which can be done when you are filling the lamp. The center illustration shows how easily the lamp and chimney can be removed and returned to its place in the lamp box. **Kindly remember that this cannot be done with any other make of lamp box.** It is used only on our Portable Hover and our Colony C Brooder, and is one more labor-saver—one more profit-giver.

At the top of the box will be seen a small gauze-covered hole. That is the fresh-air chamber into which the outside cool air passes, becomes warm, and is carried through into the Hover.

The Lamp used in our Portable Hover is of the same superior construction as that used for our Incubators. It has a seamless bottom, stamped out of one sheet of solid galvanized iron, and therefore cannot leak. The lamp burner is made of extra heavy brass of the well-known Sun-hinge pattern. Each lamp is fitted with a chimney, with mica window for viewing the lamp flame. The use of this chimney insures good combustion and directs the heat where it will do the most good and so aid in economical operation. The lamp enclosure is so constructed that the heat is conserved, thereby saving oil. Our newly-invented method of supplying air to the lamp for proper combustion at the same time directs the air to the top of the lamp bowl, and so keeps it cool. The lamp cannot blow out even in high winds when the brooder is operated out of doors. No other lamp can be so easily removed as ours. The lamp chimney stays on; it need not be removed. No burnt fingers, no lost time, no trouble. (See our new Lamp Box on this page.)

The Mirror attached to the door is to allow the lamp flame to be examined without stooping. (It is Patented and must not be used on any other brooders but ours.)

This Hover saves floor space in the pen and admits of attention to the lamp without interfering with the chicks either in outdoor colony coops or in brooding houses with passage-ways. No need of opening house doors to attend to the lamp. Where you want to give chicks all the floor space possible, get this hover with lamp outside the pen. And the price is right! We have kept the price at a point where a dollar and more can be saved on every one. Keep that dollar in your pocket, and credit the Essex-Model Portable Hover with the saving.

Price of Essex-Model "Portable Hover"—Capacity, 150 chicks—\$7.00.

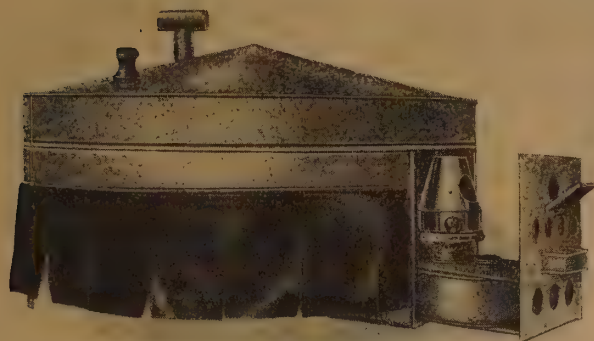


ESSEX-MODEL LAMP BOX FOR PORTABLE HOVER AND COLONY C BROODER

The most convenient Lamp Box made. The two end boxes show the old style in use by most manufacturers, in which the chimney must be taken off every time it is put in or out. The center box shows the 1914 "Essex-Model," in which the lamp simply slides in and out without removing the chimney.

Essex-Model Improved "Chick-Comfort" Hover

(Patented)



Essex-Model Improved "Chick-Comfort" Hover, showing Patented Lamp, Mirror, etc.

This Latest Essex-Model "Chick-Comfort" Hover represents the greatest improvement in portable hovers that has been made down to this date.

Some years ago we invented and placed on the market the **only center-lamp hover that at that time possessed a system of ventilation under the hover**. Then having produced the best ventilated center-lamp hover that had been made down to that time, we still felt that the center-lamp style of hover had faults. The main fault is that the lamp and the oil sometimes get hot. Any lamp that is shut in the heat compartment, with the hot air immediately surrounding it, gets too hot for safety. (That is why we had ventilation around and beneath our lamp, making it the safest of all.) The second fault in a center-lamp hover is that when the lamp is removed for cleaning, or for any other purpose, all the heat escapes from the hover, because the top is removed; and the chicks have to shiver until the lamp has been replaced, and have to wait until the hover has been heated up again. That takes time, during which many chicks contract cold and die. The third fault is that the center-lamp hover cannot be used in a brooder or low coop because the lamp cannot be removed where the roof is low.

In consideration of these serious objections to a center-lamp hover, we decided to perfect our side-lamp hover, possessing our safety lamp and equipment patented in 1906. We are still manufacturing our 1913 Center-lamp Ventilating Hover for those who prefer them, but we **unhesitatingly recommend our Latest Side-lamp Hover as being without faults, and being the safest, the best heated, and easiest to operate of any.**

Side-lamp hovers are preferable to center-lamp hovers because they do not possess so many faults, but there has been the difficulty of throwing the heat down onto the chicks at the point furthest from the lamp-box. By continuous experiments we have perfected a method, so that by an **entirely new and ingenious invention** we have overcome that objection to side-lamp hovers. And as a result the **Latest Essex-Model "Chick-Comfort" Hover is known to be the greatest advance in circular hovers that has ever been made.** It possesses all the advantages of other hovers and none of their faults. This great improvement has been accomplished by providing a **supplementary reservoir for the heat—a double tank.** Every bit of heat that passes from the lamp is directed to the furthest point of the hover, and downwards into the supplementary reservoir near the chicks' backs.

As the "Essex-Model" is the **only hover that positively draws the heat from the lamp and places it at the outer portion of the hover by means of its supplementary heat reservoir, and as it costs you no more than inferior hovers, clearly the Essex-Model "Chick-Comfort" Hover is the hover you need in your business.**

Needless to say this hover is well ventilated, and automatically. Every Essex-Model Hover and Brooder is ventilated.

(Never buy a hover that is not ventilated in the chick chamber. It is a shame to mislead poultry-keepers into buying a hover that has no ventilation where the chicks sleep, no matter how much money there might be in it for the maker. Such hovers can be, and are manufactured for far less than it costs to make one with a correct ventilating system. Our advice based on a Quarter Century's experience in poultry-keeping is—don't buy them if you would be successful.)

In our "Chick-Comfort" Hover the fresh air from the exterior is drawn into the double walls at the back of the lamp chamber. It passes up between the walls, becomes heated, and then is directed inwards to the hover over the chicks' backs. By this means all foul air is forced out from under the hover, thereby assuring warm fresh air, continuously renewed, and not warm foul air. By this system you can raise more chicks, healthier chicks, and stronger chicks than in any other hover.

There is another feature of the Latest Essex-Model "Chick-Comfort" Hover which makes it a favorite, namely: its ease of operation. It is equipped with our Patented Safety Lamp which can be removed and returned to its position in the lamp-box without having to remove the lamp chimney and take chances on burning your fingers. This is accomplished by means of a superior lamp equipment on which we have a patent,

and which therefore cannot be used by any other manufacturer. There is no need to get down on your knees with the "Chick-Comfort"—no need to unhook the ohimney. Simply take hold of the lamp box door handle, draw it towards you, and the whole lamp and chimney is removed complete. Anyone who has to attend to half a dozen or more hovers will know how much time and annoyance is saved by this advanced patented construction.

In use on a barn floor or in a colony house or brooding house—or in any other structure such as a piano box, etc., this hover will be found most simple to operate, most satisfactory in chick-raising results, and a labor-saver.

The Essex-Model "Chick-Comfort" Hover is the only Hover which possesses our automatic ventilating and warm fresh air provision for the chicks.

The Essex-Model "Chick-Comfort" Hover is the only Hover possessing our new invention which throws the heat downwards upon the chicks at the point furthest from the lamp.

The Essex-Model "Chick-Comfort" Hover is the only Hover possessing our improved lamp, door, and mirror equipment; it is patented.

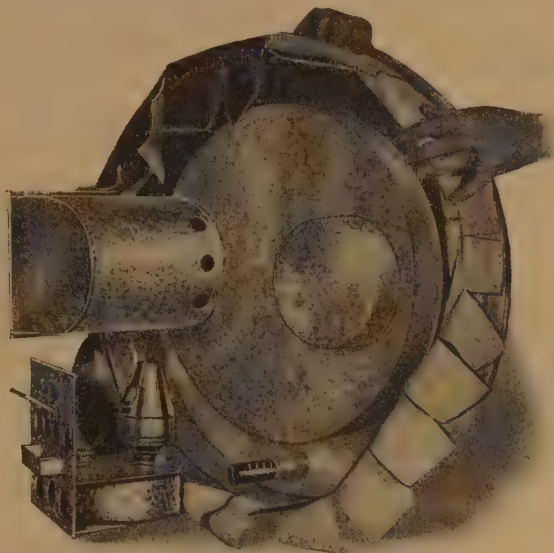
The Essex-Model "Chick-Comfort" Hover is the only Hover possessing our newly invented lamp-removing construction which allows the lamp to be taken out without removing the chimney.

The Essex-Model "Chick-Comfort" Hover Lamp can be removed without losing the heat; without disturbing the chicks; and without getting down on your knees.

The Essex-Model "Chick-Comfort" Hover possesses the coolest lamp, the coolest oil, and at the same time the warmest chick chamber of any hover that is made. This great advantage is obtained by our new invention of heat reservoir.

The Essex-Model "Chick-Comfort" Hover by its perfect combustion is the safest on the market. It is the hover in which the heat is **drawn away from the lamp chamber** and placed where it is needed, instead of storing it up around the lamp, and so over-heating the oil.

The Essex-Model "Chick-Comfort" Hover costs more to build than any other on account of its newly invented down-to-date improvements, but it costs you no more to buy.



Essex-Model Improved "Chick-Comfort" Hover, showing Supplementary Heat Reservoir.

IMPORTANT!

LET US GIVE YOU A VALUABLE POINTER. When you go to your storekeeper to buy a hover insist that he light the lamps in the different makes of hovers he shows you, and also in the Essex-Model Side-lamp "Chick-Comfort" Hover. See that he gets the same height of flame on all lamps, and then see which heats up quickest. Don't be fooled by a thermometer that is placed down through the heat chamber. It registers a lot higher than if it were in the right place **outside** the heat chamber. When testing the hovers **take the thermometers out and place them on the floor where the chicks sleep—not near the center of the hover but at the point furthest from the lamp.** That is the practical way—the wise way—the only way to test a hover. If your storekeeper has no Essex-Model Hover to test beside the others tell him you will wait till he gets one—or we will ship one to you direct and pay the freight, right from the factory. Or we will send it by express and pay half the express rate anywhere East of the Mississippi River.

It is easy for you to decide which is the best hover. Don't depend upon catalogues nor talk. Test them yourself or have your dealer do it for you. **Don't take anybody's opinion. See it done yourself.**

THEY MOTHER THE CHICKS BETTER THAN A HEN

THE above statement is based on the experience of persons (men and women) who have used our brooders. Their splendid combination of light, heat, ventilation, and floor space is a very strong basis for the claim. And when we remember that by their use the chicks may be kept free from insect pests, free from the danger of being tramped upon, and free from all the dangers and diseases that follow a brood of chicks with a hen, then it is certain that our brooders are superior to the hen. They possess all the advantages with none of the discomforts of brooding with hens.

As to the superiority of these brooders the following letters testify. **In snow, in zero weather—in hot and cold climates, the result is the same—so our customers say. They raise more chicks than any other brooder on the market; and more chicks raised means more money in your pocket.**

TOOK THEM AWAY FROM THE HENS

Dear Sir: CLIFTON SPRINGS, N. Y., July 22, 1910.

I have had fine success with your brooder although I am a beginner. I always raised my chicks with hens before, but would not give them back to hens again if I had to pay double price for your brooders. The chicks are strong and healthy and they cannot be beaten for their age. The brooder takes care of so many chicks at once with so little trouble. I set two hens with eggs and they were more trouble than 200 chicks in the Model Brooder. After two weeks I took them away from the hens and put them in the brooder.

Very truly yours,
F. J. FISCHER.

RAISED 100 PER CENT. IN BROODER

Dear Sir: TORONTO, KANS., June 24, 1907.

I have had three hatchings from the Model Incubator purchased last spring and made an average of 85%, which I consider very good, it being my first experience with artificial incubation. The first hatch was Barred Rocks. I put ninety of them in the Model Brooder and kept them in it just three weeks without the loss of a chick. I had to remove them to make room for the next hatch which was S. C. W. Leghorns. I put 100 of them in it, and have lost only three (which was no fault of the brooder) and they are now about seven weeks old and still roosting in it. I think this record is hard to beat.

Yours truly,
A. L. HICKCOX.

HAS TESTED SEVERAL BROODERS

Dear Sir: DANVILLE, ILL., May 2 1908.

I received the Colony Brooder all O. K. and have tested it far enough to say unqualifiedly that it is certainly without a fault. I have not the least fear in entrusting my day-old chicks to its keeping even in freezing weather outdoors. It is the only brooder that I have tested that has given me satisfaction, and I have tested several.

Yours truly,
C. E. INGRAM.

STILL IN GOOD CONDITION

Dear Sir: LYNCHBURG, VA., Aug. 31, 1910.

I have had your Standard Model Brooder three years, and it is still in good condition. I can raise in it practically all the chicks I hatch. They have been strong and healthy and have grown fast. I have raised some winners in your brooder. I am well satisfied to recommend it to others.

Very truly yours,
E. R. CUNNINGHAM.

NO HEATING DEVICE AS DEPENDABLE AS YOUR HOVER

Dear Sir: ITHACA, N. Y., March 8, 1909.

I have tried the most expensive brooding devices on the market and, without doubt, there is no other hover as accessible as yours; no heating device as dependable.

Very truly yours,
E. K. MULLER.

NEVER LOST A CHICK

Dear Sir: WILLIAMSTOWN, N. Y., July 19, 1907.

The Model Colony Brooder that I purchased from you has been in use since May 22d. I placed 65 chicks in the brooder, and, remarkable to say, I have not lost one chick. It is the most complete and comfortable contrivance ever designed to rear chicks.

Yours truly, W. W. BUTTON.

EIGHT INCHES OF SNOW—FOURTEEN ABOVE ZERO

Dear Sir: CLOCKVILLE, N. Y., April 15, 1907.

I received the two Colony Brooders ordered of you and have had them running for the last two weeks, part of the time in eight inches of snow and fourteen above zero, yet the chicks were as warm and snug as could be. They are the easiest to handle of any brooder I have used. Find enclosed order for one more Colony Brooder. I shall buy them as fast as I can see my way clear, as I know they are all right in every way.

Yours truly, W. V. BOSWORTH.

"IT BEATS THE HENS"—"RAISED ALL THE CHICKS"

Dear Sir: JASPER, ALA., April 1, 1907.

I thought I would write you about your Colony Brooder which I purchased from your Alabama agent in Birmingham. It is all right. I haven't lost a chicken in it at all. It holds the temperature in the coldest weather, and to all who want the best brooder made I recommend the Model Colony Brooder. I will always use your brooder for it beats the hens.

Yours truly, J. A. GOODWIN, JR.

SORRY HE DIDN'T KNOW BEFORE

Dear Sirs: COMFORT, TEX., Sept. 28, 1908.

I am using on my plant fifteen Model Brooders and am glad to state that these fifteen brooders have done perfectly satisfactory work and I would not buy any other make. I like their scientifically perfect heating system. I am sorry that I did not know the Model Brooder when starting the Comfort Sanitary Poultry Yards because it is a pleasure and profit to handle Model Brooders.

Yours truly, CARL G. SCHIETINGER.

ESSEX-MODEL BROODERS

THIS 1913 ESSEX-MODEL HOVER

has an advantage over similar center-lamp hovers, as it is well ventilated. Other center-lamp hovers afford little or no ventilation to the chicks and so they are unhealthful. Chicks die beneath them and the poultry-keeper wonders why. Anyone who would shut himself in an old-fashioned bed having curtains hung all around it, could imagine how it would feel if a heater were placed overhead, heating the air up to over 90 degrees. The chicks would feel even worse than you would because they have to stand on their own manure all night and breathe that hot foul air. There is only one way to overcome it in the center-lamp style of hover, and that is by automatic ventilation such as is found in the Essex-Model.

(For 1914 Style Hover see page 65.)

Essex-Model 1913 Style Center-lamp Hover.
Reduced Price, \$7.50.



SUPERIOR OUTDOOR AND INDOOR BROODERS

THE SUPERIORITY of Essex-Model Colony Brooders is known wherever poultry is raised, and is appreciated by practical poultry raisers everywhere. No other brooders furnish equal Light, Heat, Floor Space and Fresh Air. Light means health! Constant and even Heat means life to the chicks. Floor Space without the possibility of crowding into corners means comfort and quick growth, and avoids the loss of life often caused by "sweating." Fresh Air means vigor.

Twenty-five and more years of experience in chick-raising is crowded into the last four or five lines.

This Company was the first to manufacture the type of brooder that is now known as "Colony" Brooders. When we first offered them for sale some years ago these Brooders became so popular that numerous imitations soon appeared; but each year we have so improved our original "Colony" that it is still as far in the lead as ever.

The Essex-Model Brooders are easily operated by beginners. No previous experience is necessary. They are most desirable in their simplicity; in providing comfort and healthful conditions for the chicks; in added convenience in caring for the chicks and cleaning out of brooders; hence in that important feature—labor saving (money saving), as well as chick saving. No other Brooders are so advanced in construction and design; none so practical as our 1914 line of "Essex-Models."

It is most important that Outdoor Brooders shall be well constructed of high-grade material, kiln-dried, and well pro-

tected from the weather. For that reason the roofs of our Colony Brooders Nos. A and C are not only constructed of matched boards but are covered with a second roof of Enamelled Rolled Steel, presenting an unequaled finished appearance, in addition to a splendid durable construction. Between these two roofs we place heavy corrugated insulating felt, thereby securing a construction so superior as to be practically imperishable; affording no chance for the roof to warp by the action of sun and rain, and protecting the chicks (by such insulation) as well from the heat of summer sun as from winter's cold. Examine other outdoor brooders possessing roofs of wood, and note the effect of rain and sunshine after about a month's use; then the unusual value of the Essex-Model construction will readily appeal to you.

This superiority of construction, combined with all their down-to-date improvements, places the Essex-Model Colony A and C Brooders in a class by themselves as the most economical, the most practical, and highest quality brooders made. They are ideal chick-raisers. In them you can assuredly raise Stronger, Sturdier Chicks, and More of Them.

Can be Used as Roost Coops

Essex-Models A and C Brooders can be converted into Roost Coops by removing the hover and placing roosts in position with cleats at both ends. This saves buying a coop for the young chicks when they no longer need artificial heat. The hover and heat drum or pipes, being removable, leaves the entire floor of the brooder free and unobstructed for the use of the chicks.

And now we are going to tell you all about the most superior Brooder that is built anywhere, by anybody. It is the

ESSEX-MODEL OUTDOOR COLONY BROODER, STYLE C

The Best Brooder on Earth, and the Most Convenient Labor-Saver

After you have read how this Essex-Model C Colony Outdoor Brooder is constructed, you will readily see that we do not exaggerate when we tell you it is the **best Chick Brooder on earth, without exception.** Our object has been to make it the best, and we have not spared money in doing so.

Let us tell you first that this was the original "Colony" Brooder of America—the pattern which other makers followed. It has been on the market in this "Colony" style for a number of years. This year we have added improvements which have placed it further than ever in the lead as the most successful chick-mother.

This Superior Brooder possesses a partition between the exercising room and the brooding room, forming three apartments. It is equipped with the Essex-Model Portable Hover and Heater, which of itself places it in the lead of all others on account of its convenient labor-saving design. There was nothing we could do to improve this Brooder this year, except to enlarge the lamp box so as to make the lamp more convenient to handle, and to add a heat-drum at the end of the heat pipes. (See description of our "Portable Hover" on pages 63 and 64.) That will tell you about the advantage we secure from this heat-drum. Then read on page 64 about our Improved Lamp Box. With those two changes accomplished, we repeat that our Colony Brooder Style C has no equal on earth. It is the most superb chick-raiser made—not a thing neglected that could improve it. When you have secured an Essex-Model Style C Brooder, you have done the utmost you can do in preparation for raising chicks healthfully and numerously—and "what is worth doing is worth doing well."

There is but little money for us in this high-class Brooder—barely interest on our investment. We make more on our other machines because this one costs so much to build. We started out by originating this superior "Colony" Brooder years ago, and we have kept it in the lead ever since, with various improvements, so that it possesses everything that makes chick-raising popular—everything to promote health for the chicks, and labor saving for you; with satisfaction for us in having done our work well.

We have stated that this superior Brooder is heated by our "Portable Hover" as described on page 63. The heating equipment of the "Portable Hover," together with the wooden portion (the Hover proper) has been specially arranged for use in this Colony C Brooder, and no expense has been spared to make it most effective.

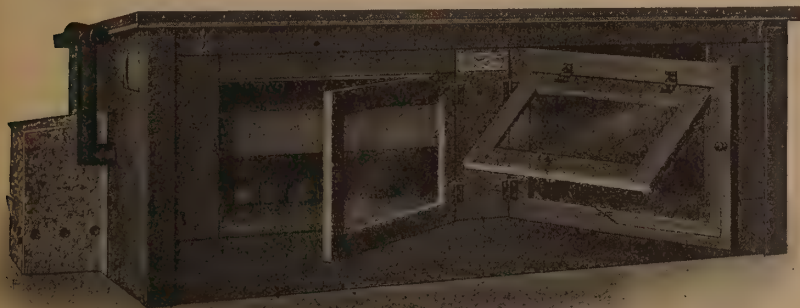
The Advantages of a Rectangular Hover in Brooders

Much has been said regarding the comparative advantages of round hovers and square hovers in brooders.

There was a time when a square hover in a brooder meant that the hover was located in one corner, which furnished an opportunity for the chicks to crowd. But the day of the square hover in the corner of the brooder has passed. They are no longer made; yet we still hear the same old argument from manufacturers who make none but round

ESSEX-MODEL NO. C OUTDOOR COLONY BROODER

This illustration shows the World's Leading and Original Three-Apartment Outdoor Brooder. It is equipped with our 1914 Portable Hover and improved heating equipment. Withstands zero weather and the strongest wind storms. Roof has three thicknesses throughout; the hover compartment roof has five thicknesses and triple walls. (See other illustrations.) Price, \$18.50. Capacity, 150 chicks.



ESSEX-MODEL BROODERS

hovers. They forget to tell breeders that the old-fashioned square hover has gone out of date, and is no longer used. They forget to tell that the latest style, and the most satisfactory style of hover for use in brooders is the **New Rectangular Brooder-Hover** which runs the full length of the nursery apartment of the brooder—through the middle. The reason for their silence on that point is that this Latest Style Brooder-Hover (used only in Essex-Model Brooders) not only accommodates nearly double the number of chicks that a round hover does, but it heats the whole length of the nursery apartment, which a round hover does not. It also causes the chicks to spread out comfortably from one end of the nursery apartment to the other, rather than to crowd near the lamp end of the brooder, as a round hover does where the lamp is at one end.

These things breeders will do well to remember when they hear the old argument of round hovers and square hovers in a brooder. We make both! We know!

The Massive Heating Equipment of our 1914 Colony C Brooder also extends throughout the hover compartment from end to end—a distance of 32¾ inches. In this con-



ESSEX-MODEL NO. C OUTDOOR COLONY BROODER

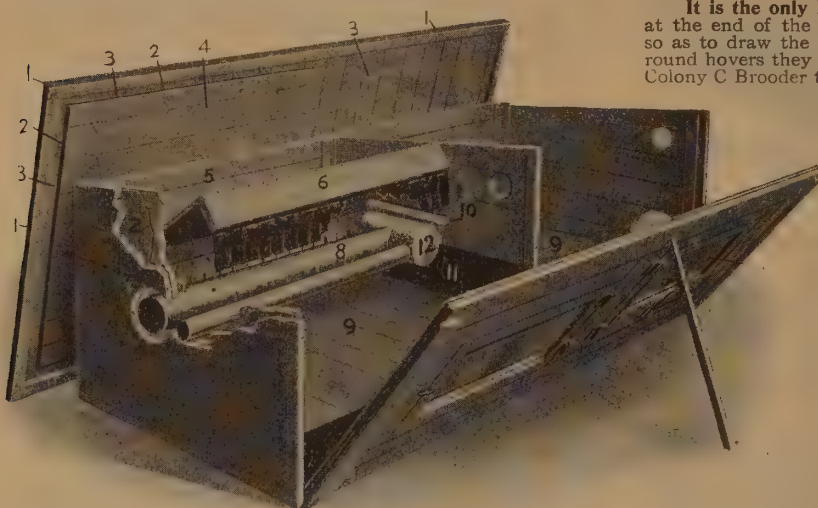
This shows opposite end of the same Brooder to that illustrated on previous page. Within the right-hand apartment will be seen the full width partition door hooked up, and the curtain beneath it as described in this book. It also illustrates the extra window in the right-hand end of the Brooder, and shows the double window of glass and wire to the exercising apartment. (See other illustration.) **Price, \$18.50.** Capacity, 150 chicks.

It is the only Brooder-Hover that has a special heat-drum at the end of the nursery apartment furthest from the lamp, so as to draw the chickens away from the lamp end, where in round hovers they congregate and sometimes smother. In our Colony C Brooder they spread out the full length of the nursery apartment. The chicks are attracted to the far end of the hover by the heat-drum. If they crowd, they push upwards and can't smother. This is the **real fresh air hover**—perfect ventilation, more heat, and covers more chicks than any other similar hover made.

It is the only Brooder-Hover that possesses the Essex-Model system of ventilation, which is superior to any other, the fresh air entering directly from the outside, becoming heated, and being introduced to the chicks at a proper temperature.

The Essex-Model Colony C Brooder has always been at the front, and our 1914 pattern places it further in the lead than ever.

The three apartments of this Brooder consist of the space beneath the Hover, the Brooding Apartment, and the Exercising Apartment. The floors of these apartments have the advantage of being practically on a level, there being but one inch difference in them.



ESSEX-MODEL NO. C OUTDOOR COLONY BROODER

Illustrating the World's Leading Brooder—Our Model No. C in position ready for setting up. The roof is standing at the back, its several thicknesses being shown by numbers: 1—Enamelled Rolled Steel Covering. 3—Main roof of matched flooring. 4—Secondary board roof over hover apartment. (The roof also possesses two thicknesses of insulating felt between roofs 1 and 3 and between 3 and 4). 2—Insulating felt between double wooden walls. 5—Double insulated wall at back of hover. 6—Movable wooden rectangular hover lifted up to show beneath. 7—Double frame glass and wire window. 8—Large main heat pipe full length of apartment. 9—Raised floor. 10—Partition between apartments. 11—Curtain covering full width door between apartments. 12—Heat drum at point farthest from lamp, thereby heating full length of nursery. (See other illustrations.) **Price, \$18.50.**

struction we have gone further than any other manufacturer in attracting the chicks away from the lamp end, where they generally crowd in other makes of brooders, and in inducing them to spread out the whole length of the apartment. We have added a large heat-drum at the far end of the apartment, increasing the temperature at that end even more than in our last year's Brooder. This heat drum is 14 inches in circumference. It draws its heat from the lamp box by a 11-inch galvanized iron heat pipe. The hover compartment of our Colony C Brooder actually contains 70 inches of piping. (See illustration on this page.)

The Essex-Model Rectangular Brooder-Hover used in our Colony C Brooder is the only one of its kind that allows poultry-keepers to readily see every chick every day—in fact, it is the only one made. We Lead!

It is the only Brooder-Hover that can be readily lifted to see every chick beneath it. Other hovers are fixtures that make it necessary to get down on hands and knees to see beneath them.

It is the only Brooder-Hover of its kind that has heat pipes and drum reaching from one end of the nursery apartment to the other. By this means it not only hovers many more chicks than any other brooder, but does it better.

It is the only Brooder-Hover of this kind that has a lamp box which allows the lamp to be put in and taken out without removing the chimney—so avoiding burning the fingers. It saves labor, avoids worry and discomfort.

Full Width Partition Doorway

By means of a doorway full width of brooder between the brooding apartment and the exercising apartment the chicks may be confined to either apartment as desired. It is customary to close them in the hover apartment at night and to close the door. This full width door is one of the great advances in brooder construction. When chicks are young and are in the exercising apartment it is hard in other



ESSEX-MODEL OUTDOOR BROODER—MODEL A

See description of this brooder on next page. Capacity, 125 chicks. **Price, \$12.50.**

ESSEX-MODEL BROODERS

brooders for them to find their way back to the warm hover, because they first have to find the small doorway, so they huddle outside the partition in the cold. In the "Essex-Model" there is no partition to obstruct them when the exit or door is open—nothing but the cloth curtain, which they run beneath, in and out as they please, without hesitation. This is another life-saving feature of our C Brooder, and so increases the profits of raising chicks. (See illustration on page 68.)

The exercise apartment has both a glass and wire door, the glass door being made with hinges at the top to swing upward, forming a hood which prevents rain beating in the brooder through the wire screen door beneath. In the end of the exercise apartment is a small exit door for the chicks, with hinged door to form runway.

Superior Construction Throughout, Including Roof

Let us show you the very best evidence of quality in brooders that ever was given. Let us tell you to what expense we have gone in making sure that this should be the **World's Best Brooder**.

Most brooders have one thickness of wall and roof. Some have two. This Brooder has in its Hover compartment **Three and Five Thicknesses**. Look at the illustration on page 68, which shows the brooder ready to put together. Portion of the wall is cut away to show you how it is built. It shows tongued and grooved outside board walls; it shows a second wooden wall inside, and it shows corrugated insulating felt between the two walls. See the roof—five thicknesses. Outside is a roof of heavy rolled steel, protected from the weather by a heavy coat of enamel, giving it an attractive finished appearance. Beneath that is a layer of corrugated insulating felt; then comes a tongued and grooved board roof; then another layer of corrugated felt; then another roof of boards.

Have you ever seen or heard of anything in Brooder-making to equal it? This surely is the Brooder of Quality. The "Essex-Model," with its cold-preventing, rain-protecting insulated roof, is lasting—durable. One Brooder lasts for years. You save money in buying it in the first place, and you save money every year thereafter. Why buy new brooders every year?

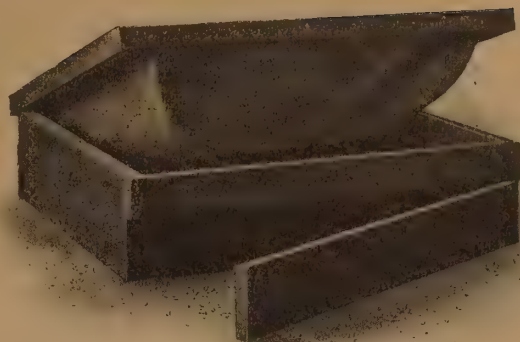
Essex-Model C Brooder is 72 x 34½ inches. Capacity, 150 chicks. Price, \$18.50.

OUTDOOR BROODER—MODEL A

(This is a high-class brooder having three thicknesses in the roof, covered with enameled steel, and is in every way a first-class brooder. It will hold more chicks than any other first-class brooder sold at the price.)

The Essex-Model Style A Combination Outdoor and Indoor Brooder possesses three thicknesses of roof covering, made up of one thickness of heavy rolled enameled steel, one thickness of corrugated insulating felt, one thickness of tongued and grooved boards.

Reference to the illustration of Style A Brooder on page 68 will indicate to you that it possesses a round hover, heated by a lamp underneath its center. This round hover of our Style A Brooder must not, however, be confounded with the circular hovers that are heated from one end of the brooder and which have a tendency to cause the chicks to crowd at that end. This



ESSEX-MODEL FIRELESS BROODER

Glass window in top; also ventilator, two doors; pendant bur-lap hover, and double patent cloth curtains. Capacity, 75 chicks. **Price, \$2.25.**

hover, as we have already stated, is heated from its center, and there is no inducement for the chicks to crowd into corners, because there are no hot corners. This round hover is cheaper to make than the rectangular hover and heating equipment used in our Style C Brooder, therefore we can sell this Brooder at a lower price. Style A Brooder possesses a floor space of 47½ x 28½ inches. Consider the size of this floor space; consider the fact that it has two windows in front; that it has three thicknesses of roof (steel wood felt); and you will acknowledge that there is no other make of brooder that equals it at the price. Don't pass over the question of floor space. It means money to you. Here is a brooder with over thirteen hundred square inches of floor space. Compare this size with other makes at near this price.

The Essex-Model A Brooder can be converted into a Roost Coop by removing the hover, covering the hole in the floor with a piece of tin, and placing the roosts in position with cleats at both ends, thereby avoiding the necessity for buying a coop for the young chicks when they no longer need artificial heat. All the equipment being taken out of the Brooder leaves the entire floor space unobstructed for use of the chicks.

Essex-Model A Brooder is 47½ x 28½ inches in size, and has a capacity of 100 chicks. Price, \$12.50.

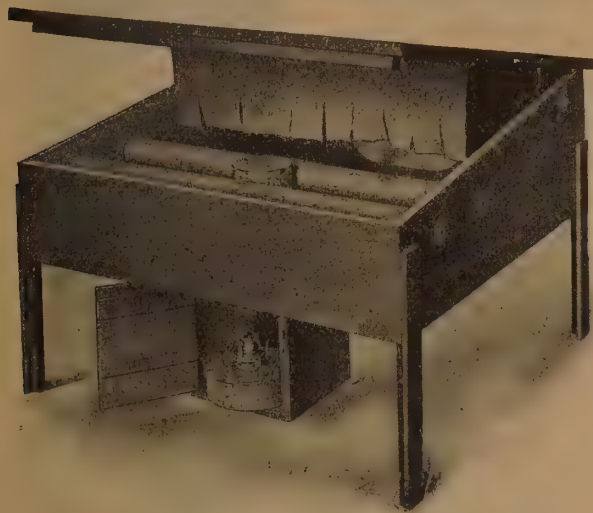
THE ESSEX-MODEL FIRELESS BROODER

We have manufactured a Fireless Brooder for some years, each year endeavoring to secure greater efficiency at lower cost. This year we have produced a Fireless Brooder that is practically perfect in operation, and at the lowest possible price.



ESSEX-MODEL "NEW HOMESTEAD" BROODER

Showing front view. Capacity, 75 chicks. (See description on page 70.) **Price, \$7.50.**



ESSEX-MODEL "NEW HOMESTEAD" BROODER

Constructed of ¾-inch tongued and grooved lumber. Fully equipped with lamp, chimney, and thermometer. This illustration shows lamp box and rear view of brooder. Capacity, 75 chicks. (See description on page 70.) **Price, \$7.50.**

ESSEX-MODEL BROODERS

We do not attempt to make you believe that a Fireless Brooder will take the place of a Hot Air Brooder. A Fireless Brooder is intended to supplement the Hot Air Brooder, or to be used on a small scale in warm weather only, or under cover. The Essex-Model Fireless Brooder is built on a better principle than any other similar brooder, possessing means for ventilating by the glass window in the top and casting sufficient light beneath the brooder to induce the chicks to use the hover readily. The presence of the burlap over the chicks' backs affords them great comfort. This brooder is of a new design, and can be entirely closed at night to keep out rats, etc. In addition to the ventilation afforded in the top it is provided with two doors, both of which can be opened or closed, as required, protected by hover curtains.

The size of this brooder is 24 inches square. It holds 75 chicks. Price, \$2.25.

ESSEX-MODEL SINGLE "NEW HOMESTEAD" BROODER

The Essex-Model "New Homestead" Brooder is a low-priced brooder, substantially constructed, and is considerably in advance of the kind usually sold at the price we ask for it. It can be used either indoors or outdoors. It is built of $\frac{3}{8}$ -inch dressed, tongued and grooved lumber throughout, including the roof. It is divided into two apartments by the hover cloth. It has ample floor space and light. Its heating equipment is unusually effective, making it most satisfactory in all weathers. It is built upon the Essex-Model principle of "You should see every chick every day. Know their condition, and be successful."

The size of this "New Homestead" Brooder is 31x29 $\frac{1}{2}$ inches having chick capacity nearly equal to that of some machines that are sold for double the price. It accommodates 75 chicks. See illustrations on page 69.

Essex-Model Single "New Homestead" Brooder. Price, \$7.00.

PRICES AND SIZES OF ESSEX-MODEL 1914 HOVERS AND BROODERS

Portable Hover, Holds 150 Chicks	Price, \$7.50
1913 Style Hover	Price, 7.50
Chick-Comfort Hover, Holds 150 Chicks	Price, 8.50
Fireless Brooder, Holds 75 Chicks	Price, 2.25
Single "New Homestead" Brooder, Holds 75 Chicks	Price, 7.00
Model A, Indoor and Outdoor Brooder, Holds 100 Chicks	Price, 12.50
Model C, Colony Outdoor Brooder, Holds 150 Chicks	Price, 18.50

THE ESSEX-MODEL SUPERIOR OAT SPROUTER

The need of green food by poultry during the winter months is too generally overlooked. It is often the lack of green stuff that causes a shortage of eggs. Sprouted oats are one of the best, cheapest, easiest supplied green food you can use. The birds are very fond of them and eat sprouts, roots, and all, greedily.

nically varnished, and it will be found a most economical and satisfactory addition to your poultry equipment. The outer frames are of $\frac{3}{4}$ -inch chestnut, strongly screwed together. Inner and outer panels are of galvanized iron with air space between. The doors are strongly framed and fitted with brass hinges and buttons. The lower section is the lamp case, metal lined and properly ventilated. The second section contains two perforated sprouting trays, 20 x 26 inches, of galvanized iron. The third and additional sections contain two sprouting trays each. A removable top or cornice completes the outfit, and puts the finishing touch on the sections that may be added as required.

Price of Essex-Model Superior Oat Sprouter, consisting of No. 1 Lower Section or lamp case, a moisture pan, lamp, burner and chimney, thermometer, and No. 2 Section, holding two trays, 20 x 26 inches—capacity 24 quarts (enough for 75 to 100 hens); also Top Section or cornice. Price, \$10.00.

Extra Sections holding two trays (enough for 75 to 100 hens). Price, \$4.00 each.

ESSEX-MODEL MIDDLE-PRICE OAT SPROUTER

We also manufacture a single wall sprouter containing six sections, the price of which averages \$1.66 each. It is sold only complete in six sections at \$10.00. Additional sections can be bought any time at \$1.50 each. It is made of cypress, with reinforced corners. It consists of a lower, metal-lined lamp case or section, and additional sections or trays 15 x 17 inches and 6 inches deep; with glass inserted in three sides, the back being solid.

This sprouter is sectional in construction and extra trays can be added as required.

Price of Essex-Model, Six-Section Middle-Price Oat Sprouter consisting of lower section or lamp case, moisture pan, lamp, burner and chimney; six tray sections of one tray each, thermometer, and top or cornice complete. Price, \$10.00.

Extra sections of one tray, price, \$1.50 each.



ESSEX-MODEL MIDDLE-PRICE SIX-SECTION OAT SPROUTER, Price, \$10.00.



ESSEX-MODEL SUPERIOR OAT SPROUTER

Showing how it can be added to, section by section. Price as shown, \$10.00. Additional sections \$4.00 each.

The Essex-Model Superior Oat Sprouter combines efficiency with the minimum of labor. It is a down-to-date article, built to last and to give satisfaction in the ease and certainty of its operation. It is not a make-shift, but a bona-fide double-wall sprouter of quality, in line with our high-class incubators. It is a handsome piece of furniture, being water-proofed and

PRICE LIST

OF BURNERS, LAMPS, REGULATORS AND OTHER REPAIR PARTS FOR ESSEX-MODEL INCUBATORS AND BROODERS

When ordering extras for either Incubators or Brooders be sure to state what size machine you want them for and when made; i. e., whether 1909, 1910, 1911, 1912 or 1913 Model. This is important, to enable us to satisfactorily fill your order for goods that will fit your machine. All extras having * before the price are postpaid. All others are F. O. B. Buffalo, N. Y., or New York City.

Burners		ARTICLE	RETAIL PRICE			ARTICLE	RETAIL PRICE
		For No. 0 Incubator, 1910	* \$.35 each			Heater and Chick Guard	\$1.00
		For No. 0, 1, A and B, 1911 and 1912, and Model B, 1910	* .35 each			Drum and Pipes	1.50
		For New Homestead Incubator, 1912	* .35 each			Hover for 1911	1.00
		For No. 2, 3, 4 and C Incubator, 1911 and 1912, and Colony Brooder, 1910	* .50 each			Heaters—Brooder, 1910	
		For 1911 and 1912 Portable Hover and all 1911 and 1912 Brooders; also for Portable Hover and Model B Brooders, 1910, and "Chick Comfort" Hover	* .50 each			Colony	1.25 each
		For New Homestead Brooder, 1912	* .35 each			Complete with Lamp and Burner and Pipes for Colony, 1910	3.60 set
		Zenith Burner, 5/8 in., 35c; 1 in., 50c.				Heaters (for Incubators) with Lamp Support; without Lamp and Burner	
						For No. 0, 1, A and B	2.75 each
						For No. 2 and 3 and C	3.50 each
						For No. 4	4.00 each
						Lamps, Incubator, see page 60	
						Legs	
						For No. A	\$.25 each; .75 set
						For No. 0 and B	.30 each; 1.40 set
						For No. 1, 2, 3, 4 and C	.50 each; 1.50 set
						Lamp Bracket for 1910 Incubators	.40 each
						Lamp Bracket for 1912 Incubators	.75 each
						Lamp Wicks, 3/4 inch and 1 inch	* .20 doz.
						Lamp Wicks, 1 1/2 inch	* .25 doz.
						(Specify size of wick when ordering)	
						Mica, per piece	* .15 each
						Regulator Parts	
						Ball and Rod (j)	* .35 each
						Supporting Casting (f)	* .35 each
						Connecting Rod (i)	* .30 each
						Pivot Casting (g)	* .35 each
						Wire Arm (k)	* .35 each
						Brass Tube (d) and Base Casting (e)	* .35
						Thermostat (b)	
						For No. A and B and New Homestead	1.50 each
						For No. 0	1.75 each
						For No. C	2.00 each
						For No. 1, 2, 3 and 4	2.50 each
						Regulating Device complete including all the above parts	
						For No. A and B and New Homestead	3.00 set
						For No. 0	3.25 set
						For No. C	3.75 set
						For No. 1, 2, 3 and 4	4.00 set
						Without Thermostat (b) any size	2.00 set

(Letters in parentheses opposite regulator parts refer to illustrations on page 37.)

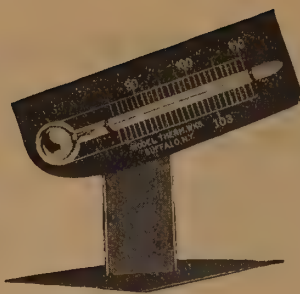
WEIGHTS AND MEASURES FOR FOREIGN SHIPMENTS

For convenience of those ordering incubators to be sent to foreign countries, we give below a table of weights and measurements of incubators and brooders especially packed for ocean shipment.

Incubators	NET WEIGHT	GROSS WEIGHT	CUBIC FEET	Incubators (Cont'd)	NET WEIGHT	GROSS WEIGHT	CUBIC FEET
No. 0 Standard	69 pounds	140 pounds	12.64	No. C Middle-Price	81 pounds	154 pounds	16.5
No. 1 Standard	102 pounds	190 pounds	18.71	"New Homestead"	22 pounds	40 pounds	3.5
No. 2 Standard	139 pounds	255 pounds	27.17	Brooders			
No. 3 Standard	165 pounds	301 pounds	37.67	No. A Brooder	89 pounds	119 pounds	9.5
No. 4 Standard	224 pounds	398 pounds	47.25	No. C Brooder	167 pounds	218 pounds	18.
No. 5 Standard	228 pounds	290 pounds	37.	"New Homestead" Brooder	49 pounds	95 pounds	7.5
No. A Middle-Price	40 pounds	100 pounds	7.	Portable Hover	27 pounds	47 pounds	3.2
No. B Middle-Price	55 pounds	108 pounds	10.	Chick Comfort Hover	23 pounds	50 pounds	5.5



Essex-Model Incubator Thermometer with Wire Hanger



Essex-Model Incubator Thermometer with Stand. For use in any incubator



Essex-Model Read-Easy Hygrometer. For use in any incubator

ESSEX-MODEL THERMOMETERS AND HYGROMETERS

FOR INCUBATORS, BROODERS, TESTING, POULTRY SCALDING, ETC.

(We are the Only Incubator Company Manufacturing its Own Thermometers)

The Essex-Model Thermometers and Hygrometers are guaranteed. We make and test them in our own factory. Every tube is blown, filled, seasoned, graduated and tested by our own experts, as a result of which they can be relied upon to register the exact temperature without the trouble that is caused in ordinary thermometers by the mercury separating in the tube. The bulbs of all Essex-Model Thermometers are blown under the Double Bulb System, which produces a perfect vacuum, absolutely free from air or moisture.

The Essex-Model "Read-Easy" Hygrometer enables you to decide how much moisture is in the machine when the temperature is at or near the incubating point. No instructions are required, as with other hygrometers. We have arranged it to read as easy as a thermometer. So we name it the "Read-Easy" Hygrometer.

The Essex-Model Combination Thermometer and Hygrometer is mounted on one stand in such a way as to be available for use in an incubator where space is limited.* It is the only one of its kind on the market.

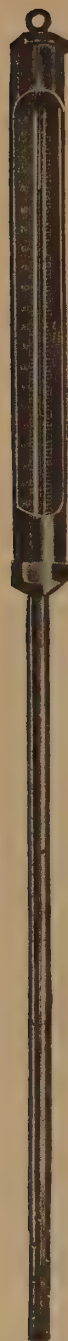
Moisture Pad for High Altitudes. To supply the need for moisture in high altitudes and other very dry atmospheres, we have manufactured a moisture pan of galvanized iron with a specially prepared asbestos pad. It is listed below.

"Read-Quick" Adjustable Thermometer and Hanger. (Patent applied for.) This is just what you have been looking for. A newly invented attachment that brings the thermometer up close to the glass door of the machine, making it easy to read, and then returns the thermometer to the proper place in the machine after taking the temperature. Can be placed on any incubator. Does away with electric lights, lamps, candles or matches, when reading your thermometer. Operated by a button on outside of incubator. Nothing to wear out or get out of order. Full directions furnished for attaching.

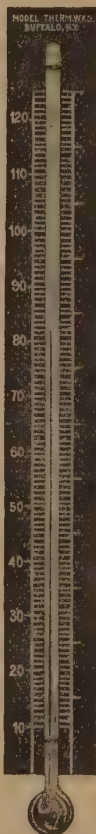
PRICES

(Mention style and size of Incubator when ordering Incubator Thermometers, and state whether required with wire or with stand.)

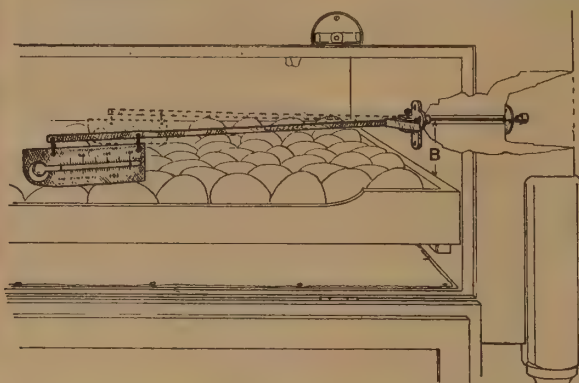
	Each	Two	Six
Essex-Model Thermometers, by mail postpaid (without wire or stand)	\$0.60	\$1.10	\$3.00
(If wire hangers or stand for thermometers are required, add 10 cents)			
Essex-Model Brooder Thermometers	.50	.90	2.40
Essex-Model Poultry Scalding Thermometers (register as high as 220°)	6.00		
Essex-Model Testing Thermometers	1.50		
Essex-Model Combination Thermometer and Hygrometer	1.75		
Essex-Model Read-Easy Hygrometer	1.25		
Essex-Model Read-Quick Adjustable Thermometer and Hanger	2.00		
Asbestos Moisture Pad and Pan (for use in high altitudes and rarified air)	each, \$0.60; per pair, 1.00		



Essex-Model Scalding Thermometer



Essex-Model Testing Thermometer



Read-Quick Adjustable Thermometer and Hanger

Illustration shows thermometer drawn close to glass for reading. Dotted lines show it returned to position for incubation.



Essex-Model Combination Thermometer and Hygrometer, "Two in one." Saves buying two



Essex-Model Brooder Thermometer

WE MAKE ALL KINDS OF HOUSEHOLD AND SPECIAL THERMOMETERS

A COMPLETE POULTRY PLANT FOR \$25.00

MOST EXTRAORDINARY OFFER EVER MADE

Let Us Start You in the Poultry Business with the Peep-O'-Day Outfit.

MANY a man—and woman—has started poultry keeping to help pay the grocer's bill, or to make a little pocket money, and have found it so profitable that they have gone into it bigger and bigger, and finally made a business of it.

It is to help you to start poultry keeping with a full equipment, yet at small cost, that we have given a lot of thought and a lot of endeavor getting up an outfit to sell at a price that has never been duplicated. For \$25.00 we have decided to offer an Incubator, a Hover, a House and a Run, all complete; also a Water Fount and a Feed Box. There has never been such an opportunity offered before. We have studied out the plan year after year, trying to get the cost down where everybody could afford it—where everybody could start the business right at home in the backyard with good equipment and do it right—and now we have it ready for you. The profit for us is so little on this practical outfit, that we have to figure on making our pay by the very large number we shall sell. This is the most extraordinary offer ever made. Each article can also be purchased separately if desired at the prices mentioned below.

The Essex-Model "Peep-O'-Day" Brooding and Colony House

This House is made of ¾-inch lumber, thick and strong. The floor is well up from the ground, ensuring safety from dampness. A few of these "Peep-O'-Day" Chick Houses on the farm or city lot, can be made to meet your needs from the time the chick is hatched until it becomes a winner in the show-room or a producer in the laying pen. They are always ready and suited for use in any kind of weather; they are wind-proof, snow-proof cold-proof, and when desired sun-proof. On the other hand they form health-giving sun parlors for chicks—a success on the farm or in the city.

They are named "Peep-O'-Day" because they provide a means for furnishing the chicks with an outdoor run before you get up in the morning, and yet the chicks remain fully protected. They are in an outdoor enclosed wire run—open in summer, closed in winter.

The house contains two large windows in the front, both covered with a ½-inch wire mesh; one window consisting of glass in a frame which can be removed, the other being a cotton frame for ventilation in bad weather. It also can be removed. These two windows can be reversed if desired, placing the glass or the cotton, whichever side is needed. This is an especially useful plan when used as a brooding house, fitted with the Essex-Model Hover. These things all cost money in the making of the house, but nevertheless, you get it at an hitherto unheard of price.

AS A BROODER FOR EARLY CHICKS

This house can be used as a brooding or hover house for newly hatched chicks, either one or two flocks—either with one or two

Essex-Model Hovers. We furnish a partition to separate the house into two, and with two wire runs—one at each end, both

flocks have outside exercise. The extra run is, of course, sold separately; but one run goes with the outfit.

There is nothing to prevent this House and Run being used for young chicks in winter or early spring, for with the cotton frames in place and the roof on, neither snow nor wind affect the chicks. It is usable for growing chicks when they no longer need the heat of the hover, in which case the roost which we furnish is placed in position. If necessary two roosts can be used to accommodate a larger number of growing chicks.

FOR SINGLE MALES, PAIRS OR TRIOS

For a pair or trio of special breeders it is an excellent house; or it can be used as two separate pens for breeding or experimental purposes. As separate coops for male birds during the breeding season or to condition them for show, this House and Run is bound to be a great favorite. Each bird can be given a good sized run in the open. If they are white birds they get the exercise in the fresh air and are fully protected from the sun.

The Run is intended for fresh air exercising purposes in all weathers—winter or summer. Fanciers who need early chicks for show will buy this House, for it is the height of perfection in its outdoor chick-raising advantages. No other house made is suited so well to your needs if you want to get early chicks, and have them live and thrive. This Run is covered with a ½-inch

FOR FANCIERS

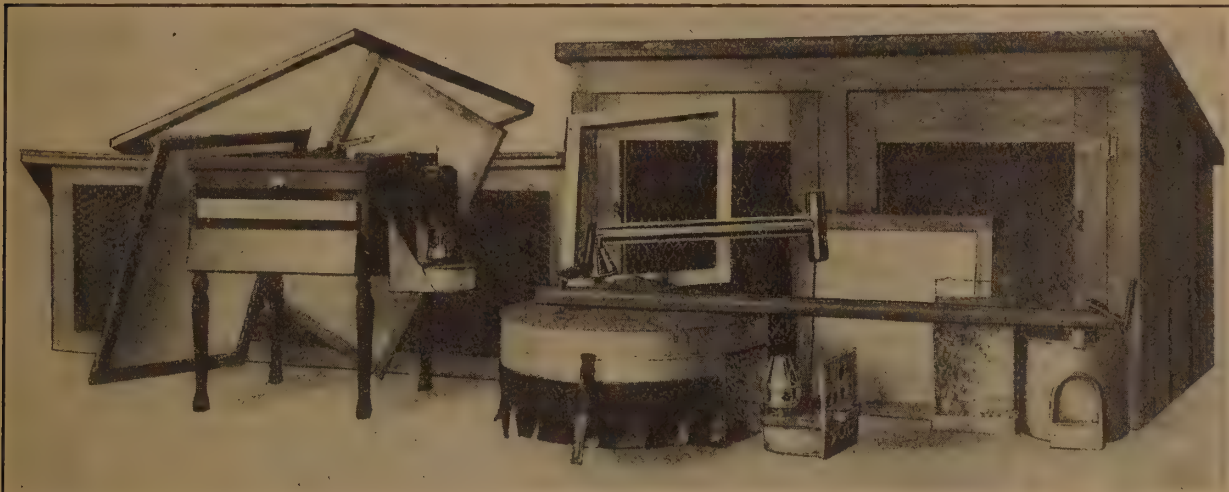
wire mesh front and back, and on half the roof, the latter being a supplementary sliding frame under the wooden roof to admit sunshine when the wooden roof is turned back on fine days.

The wire roof is intended to keep the chicks from flying out, and to keep the cats, rats, skunks, and other enemies from getting in. This Run possesses four cotton frames—two in front and two in the rear, all of which are removable. They are intended to protect the chicks in windy or cold weather, and yet allow them to run out on the earth.

Get your chicks out on Mother Earth! Raise them all and make money. With this House you have no trouble, no worry. The chicks are "safe as a bug in a rug." It is a bright fresh-air shelter. With this fresh-air plan you can raise more chicks, and stronger chicks than in any other. It is built for successful use every hour—every day—every night—from January to December.

The Hover in this outfit is the regular Essex-Model Chick-Comfort Hover fully described on page 65 of our Catalogue. Its regular catalogue price is \$8.50.

The Incubator offered with this outfit is our Improved 1914 New Homestead Incubator. It is fully described and illustrated on page 49 of our Catalogue. It holds 70 eggs, and is complete with thermometer and egg tester. Its regular catalogue price is \$6.00, and it's worth \$10.00. It is the best little machine made at the price.



A complete poultry plant for \$25. For further illustrations see page 52

PRICES OF PEEP-O'-DAY COMPLETE POULTRY PLANT OUTFITS

(When ordering mention Combination Number of the Outfit you want)

	Regular Price	Combination Price
Combination No. 1—Incubator, Hover, House, Run, Fount and Hopper	\$30.55	\$25.00
Combination No. 2—Incubator, Hover, House, Fount and Hopper	24.55	21.50
Combination No. 3—House, Hover, Run, Fount and Hopper	23.65	19.50
Combination No. 4—House, Hover, Fount and Hopper	17.65	15.00
Combination No. 5—House, Run, Fount and Hopper	15.15	12.00

(For further prices and illustrations of House see page 52)

ESSEX-MODEL PORTABLE HOUSES, POULTRY HOUSES, HOG HOUSES, GARAGES

(CAMP HOUSES, BUNGALOWS, ETC., MADE TO ORDER)

SUCCESS with poultry depends to a great extent on the house you use. A start with a "family flock"—just hens enough to supply you with fresh eggs and an occasional nice plump bird for Sunday dinner—can be made with a small inexpensive house. The scraps from the table of an average size family will go a long way to help keep down the feed bill of your flock, and you will find real pleasure and benefit to yourself in the active, healthful exercise obtained by caring for the fowls.

If you do not own the property where you live the portable type of poultry house is the only kind to use, because you can move it easily when changing locations. If you were to build a poultry house and nail it as a fixture, and set it on a solid foundation, you might have trouble with your landlord. You could not remove it from the property without his consent. The houses we offer you are made "Portable"—Removable—for that reason. They can be moved any time. That is why we name them "Portable" Houses.

coats of good paint—which finishes them in a durable and attractive manner. We do not illustrate a house and encourage you to think that you are getting everything complete, and then leave you with a greater part of the work to do, and the extra parts to furnish. Our houses are fitted before they leave the factory; then taken apart again, and shipped knock-down to save you money on freight.

The Essex-Model Portable Houses are made in several sizes to suit everybody; from a small house on a city lot, to houses hundreds of feet long for big poultry plants.

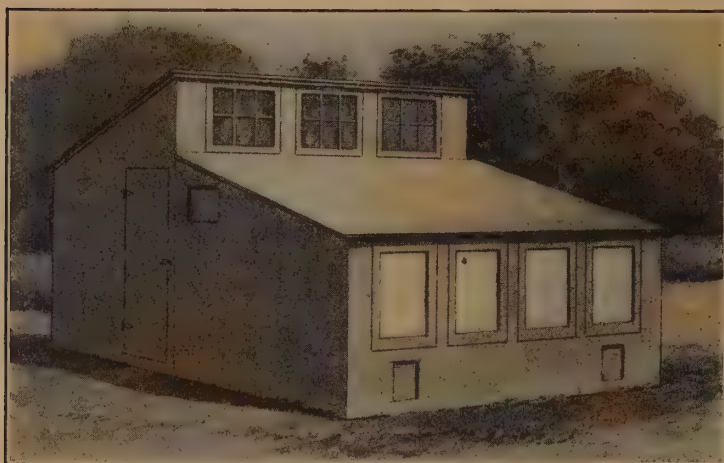
We make them with floors and without floors. For general locations a house with a floor is the best to use. If the houses are used without floors, set them upon stones or blocks and fill in four to six inches of gravel or sand; then bank up around the outside of the house, sloping the earth away from the sides so the water will run away from the house.

The larger sizes of houses being built in sections, are easy to set up and take down, and are convenient to handle. The lumber used in their construction is chiefly white pine, cypress and chestnut. The floors and sides of the larger sizes are supported by 2 x 4's and 2 x 2's dressed stock. This stock is generally hemlock or chestnut. As we have a complete wood-working factory, equipped with down-to-date machinery and operated by first-class mechanics, the complete houses have a neat, workmanlike and well-finished appearance.

We take special pains in crating and packing, so they may be received without damage. All exposed parts that might otherwise be damaged we protect by strips.

The construction of our Portable Houses is such that they are easily and quickly set up. The larger sizes are joined together with bolts which, when securely drawn up, make it as rigid as a house built in the regular manner.

We are in a position to quote you on any kind of a Portable House, and our facilities are such that considering the quality of material furnished and accuracy of workmanship, our prices will be found extremely low. We will gladly quote prices on any size or style. From May to October we can make special prices on houses built to order. Write us what size Camp-house you want, and we will send you design.



ESSEX-MODEL MONITOR HOUSE No. 1016
Price with Roosts, Droppings Board and Nests, \$60

We do not hesitate in stating that we manufacture the most perfect line of Portable Poultry Houses. We can furnish you a house better made, more complete and cheaper, than you can build yourself. We have embodied down-to-date improvements that have been demonstrated by actual use to be successful. Our experience in poultry raising stands back of these houses. They are designed right—for best results in poultry-keeping at little cost.

Bear in mind that these houses are complete. The ventilating frames are covered with cloth; the hardware, buttons, etc., are in place; where sash are used they are glazed, and all hardware is attached. All the Essex-Model Houses are given two

House No. 1016

This is the Essex-Model Monitor Style Fresh Air Poultry House. It is a house that is designed to grow with your business. In other words, it is built so that you may add section to section whenever you require to enlarge your house. A single section which we sell as a complete house 10 x 16 feet in size, forms one of the most up-to-date poultry houses ever offered to the public. The rear part is 8 feet high, and forms the roosting and laying apartment, while possessing at the same time ample room for exercise. It is fitted with two roosts, droppings board and nests. The front of the house, however, is intended for the exercise apartment or scratching shed. It is composed of an extension 8 x 10 feet.

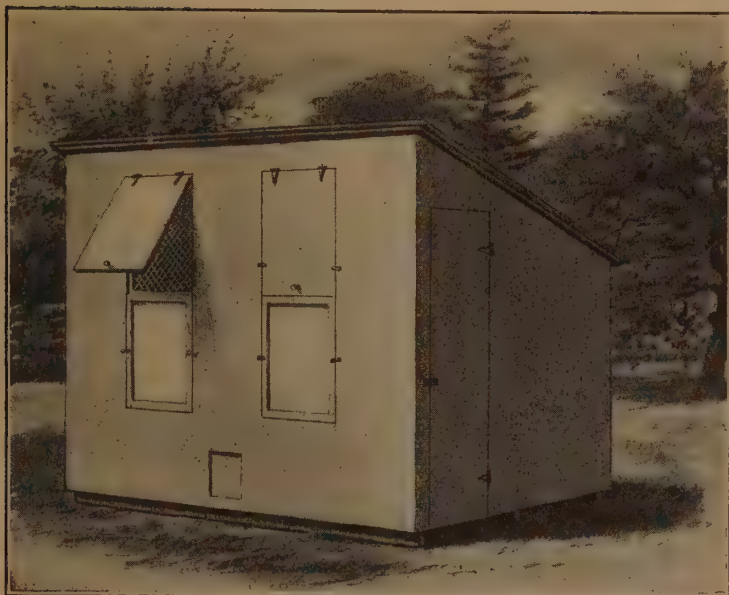
This house can be used as an "open-front" or a ventilated "fresh-air" type of poultry house, the windows in the front being



ESSEX-MODEL SECTIONAL MONITOR HOUSE No. 51016

Price with Roosts, Droppings Board and Nests. First Section, \$60; Additional Sections, \$50 each. (This illustration shows 5 Sections)

ESSEX-MODEL PORTABLE HOUSES



ESSEX-MODEL CONVERTIBLE HOUSE No. 810
Price with Roosts, Droppings Board and Nests, \$30

covered with one-inch poultry netting, possessing removable cotton ventilating frames. These frames may be closed in stormy weather, making it an ideal winter poultry house. The upper part of the rear portion is fitted with glass windows which together with the cotton frames, throw light throughout the whole house, making it a most healthful building. Fresh air, light and sunshine are the best preventives of disease, and the scratching shed idea enables the poultry-keeper to afford healthy exercise to his fowls.

Another advantage of this house is that it can be divided into two pens, each 10 x 8 feet; or four pens, each 5 x 8 feet, simply by erecting partitions.

Still another advantage is that being built on a sectional plan is it easy to add sections that fit it exactly and that are symmetrical and attractive in appearance, such as is illustrated by the long house shown on previous page. These additional sections have one gable end removed so as to admit passing from one section to another when joined together.

The price of this Monitor House is very low, considering the many uses to which it can be put. A single house could not be made to sell at this price, but as we make them in large numbers we are in a position to offer them at a price that is unequalled.

Price of No. 1016 House, with Roosts, Droppings Board and Nests, shipped knock-down, \$60.00 without floor; \$75.00 with floor on sills.

Additional Sections, \$50.00 each without floor; \$65.00 with floor on sills.

House No. 810

This House is 8 feet high in front, 6½ feet in rear, with floor space 8 x 10 feet. It has good height making it suitable for extremely warm localities. The front is fitted with two windows and one chick exit. The two windows are covered with one-inch mesh Hexagon netting, the upper half of window being fitted with a solid door on hinges, the lower half fitted with cloth-covered frames. The solid door can be raised and the lower frames removed, making a partially open front house protected with wire netting. With the solid door closed and the cloth-covered frames in place, you have ideal conditions for successfully handling poultry in winter. The cotton frames allow perfect ventilation, and at the same time admit sufficient light so at all times chickens will be found in good condition. By putting in a partition of wire or board, this can be made a two-pen house. It is, therefore, one of the cheapest that is offered. It is built with two doors, one in both gable ends, and it is so designed that it can be increased to any length desired. As in the case of House No. 1016, you can add section after section. These additional sections have but one gable end so that when connected up they allow entrance from one section to another, forming a continuous shed-roof house.

This House is well made, framed out of 2 x 2 stock which, when bolted together makes a 2 x 4 frame. It will accommodate 25 fowls if confined, and more if allowed free range.

Price of No. 810 House, with Roosts, Droppings Board and Nests, shipped knock-down, \$30.00 without floor; \$36.00 with floor on sills.
Additional Sections, \$25.00 without floor; \$31.00 with floor on sills.

House No. 608

This is one of the most convenient and substantial Portable Poultry Houses made. It is just big enough to hold a good-sized flock where there is not room in a city yard to give them an outside run. It is constructed of kiln dried ¾-inch white pine, dressed two sides, tongued and grooved and closely matched. The floor space is 6 x 8 feet. Height in front, 6½ feet; in rear, 4½ feet. The window frame is placed in center of front and the exit below the window. The door and a small window are in the right-hand gable. We have added a window in the end next the door to give more light for scratching. This window does not appear in the illustration. The roosts are placed along the side opposite the door. This house will accommodate 15 to 25 birds nicely. It is fitted with droppings board, two roosts, and hanging wall nests.

House No. 608 is so designed that for laying stock you need no yard room for a flock of 15 birds. The light and air space is figured out to give the maximum result in egg yield, with the proper attention.

Price of No. 608 House, with Roosts, Droppings Board and Nests, shipped knock-down, \$25.00 without floor; \$30.00 with floor on sills.

House No. 506

If you have a little spare yard room and want to keep a few hens, our House No. 506 furnishes an attractive, neat, well-made little home that will not only add to the appearance of your backyard, but opens an opportunity to help out the family expense account at very small cost for a poultry house.

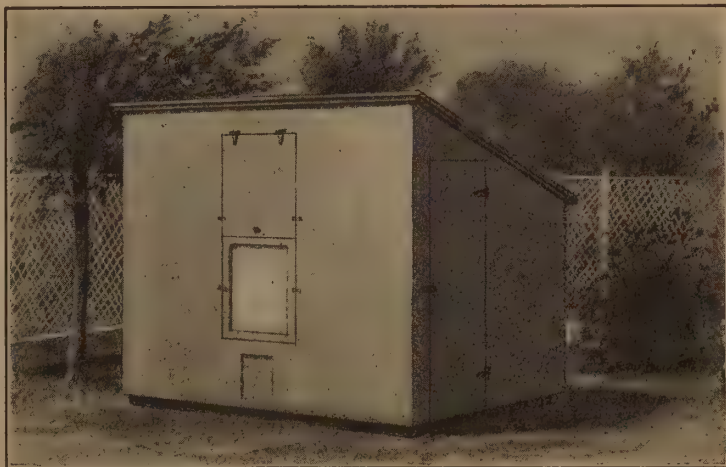
The floor space of this house is 5 x 6 feet, and will accommodate 12 laying hens, or 100 chicks with a Hover. It is constructed entirely of ¾-inch tongued and grooved white pine, planed on both sides. The window and door are in front. The window frame is covered with one-inch poultry netting; the upper half consisting of a storm shelter, hinged, which can be opened on nice days, the lower half being fitted with removable ventilating frame. With the upper hinged door closed and the ventilating frame in place, this house will be found comfortable in the coldest weather. It is fitted with two roosts, which are supported by the Essex-Model Roost Supports, a positive lice preventive.

Price of House No. 506, with Roosts, Droppings Board and Nests, \$17.00 without floor; \$20.00 with floor on chestnut runners.

THE ESSEX-MODEL FARROWING HOUSE

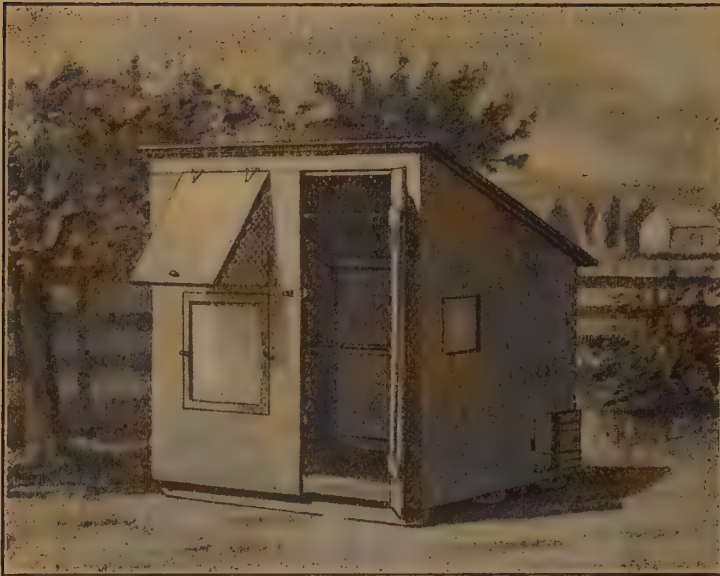
A good sow, with ample light and air insures you healthy pigs with early growth. More pigs are stunted each year by cold, ill-ventilated houses than by any other one thing. A piggery without ventilation is worse than none at all.

A house properly built for farrowing, if it saves only one pig from dying in each litter, will soon pay for itself. These houses are built 6 x 7 feet, and made of ¾-inch tongued and grooved white pine. The floor is made of tongued and grooved white pine nailed to a frame of 2 x 4's. The house is five feet



ESSEX-MODEL SINGLE HOUSE No. 608
Price with Roosts, Droppings Board and Nests, \$25

ESSEX-MODEL PORTABLE HOUSES



ESSEX-MODEL SHED ROOF HOUSE No. 506
Price with Roosts, Droppings Board and Nests, \$17

high in front, three feet in rear. The front has a six-light sash at the top of center, hung so as to admit light and air. The opening back of sash is covered with heavy galvanized wire cloth which protects the glass. There is also a roomy well-hung door fitted to front. The roof is so designed that it may be raised for more ventilation in summer by simply loosening a couple of bolts.

The pig fenders are made of 2 x 4's and securely fastened to prevent the sow from moving same. The house is finished with two coats of paint, which insures long life as well as good appearance. The sections are easily bolted together. Everything is furnished complete, and being portable is easily moved from place to place if necessary.

Price, Single House, \$13.50; Three Houses, \$12.50 each; Six Houses, \$12.00 each.

PORTABLE GARAGES

The attractive appearance of our Garages makes it possible to use them in the residential sections, because they are designed to be both attractive and substantial. Each is furnished complete in sections; frame work is of 2 x 4 material being sheeted up with novelty siding.

The window frames and door frames are regular building construction. Each section is complete and can be bolted together in a few hours time. All hardware, sash, bolts, locks, etc. are included in part of the equipment.

You may erect wooden garages under the building regulations of your city. The usual building permit is all that is necessary. You can save nearly half by buying your garage from us, and you will have a warmer and better constructed one than if you built it yourself.

It is painted with two coats of gray paint on the outside which makes a very pretty finish,

but you can give this another coat when set up complete to harmonize with the surrounding property if you desire.

Price of Essex-Model Garage, without floor 12 x 16 feet, \$130.00; or 14 x 18 feet, \$175.00.

(Floor can be furnished if desired. Price a matter of correspondence.)

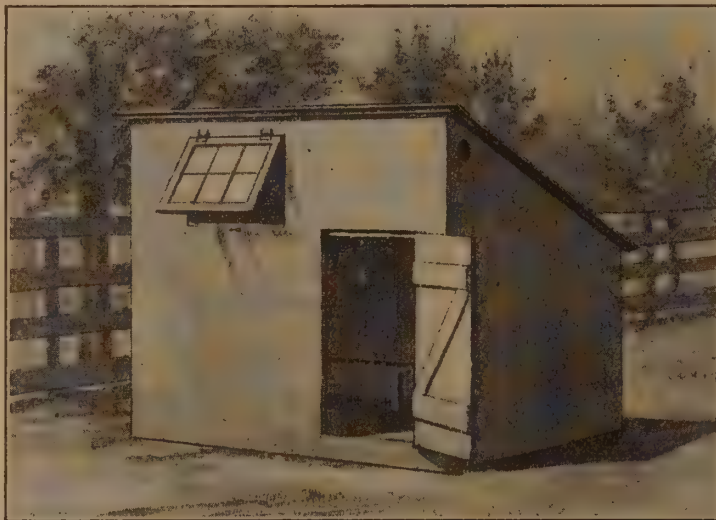
The Argentine Republic Buys 100 Essex-Model Houses to Equip Their New Experiment Station at Buenos Ayres

This order consisted of our No. 506 Poultry Houses, equipped with Essex-Model Portable Hovers for use first as Brooder Houses for young chicks and later as Colony Houses for the growing stock, while on free range; and our Essex-Model Farrowing or Hog Houses made extra heavy to meet the trying climatic conditions prevailing in that section of their country.

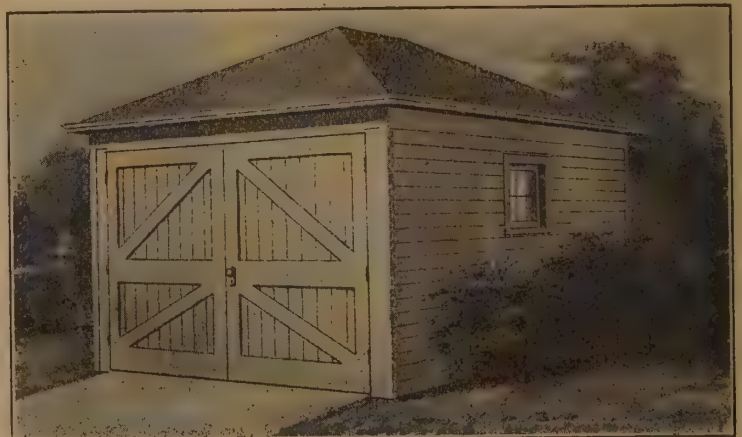
A letter from Dr. Walter Pruce, Director, written after the arrival of the shipment at Buenos Ayres, expresses pleasure with them and says:

"I am happy to say they have been nicely packed. They arrived safely and in good order. It is a pleasure to have negotiations with a house like yours. I shall be happy to recommend the Robert Essex Incubator Co. to all needing their valuable services."

This order was secured in competition with all manufacturers in the United States. We mention it to show our facilities for manufacturing, the high quality of our houses, and the great value we offer for the price.



ESSEX-MODEL HOG HOUSE—For Farrowing. Price with Fenders, \$13.50



ESSEX-MODEL PORTABLE GARAGE—Price, 12 x 16, \$130; 14 x 18, \$175

STANDARD-BRED POULTRY AND EGGS

We are prepared to supply Poultry and Eggs of any of the popular breeds of fowls; and we guarantee to give customers our most careful attention in selecting quality to suit requirements, whether for show purposes, for layers, or for breeders. To save time it is advisable to write fully, stating just what class of fowls or eggs are required, giving the name of the breed. You can rely on getting full value for your money in both eggs and poultry.

PRICES OF FOWLS AND EGGS

(Reduction made on fowls when more than four are ordered at same time.)

PLYMOUTH ROCKS (Barred, White and Buff), WYANDOTTES (White, Silver, Golden), LEGHORNS (White, Brown, Buff), ORPINGTONS (White, Buff), RHODE ISLAND REDS (Single and Rose Comb), and other popular breeds can be furnished at the following prices:

STANDARD-BRED—Males, \$5 to \$10 each; Females, \$3 to \$5 each. Eggs, \$3 per 15; \$15 per 100.

EXHIBITION-BRED—Males, \$15 Upwards; Females, \$10 Upwards.

OTHER BREEDS—We shall be pleased to arrange with customers to fill their requirements in other breeds not mentioned above at prices which will be found most reasonable, and with guaranteed stock. Write us regarding your wants and we will give prompt attention. Our shipments to foreign customers have always proven most satisfactory. The greatest personal care is given to requests of customers in order that the specimens sent shall be suited to the requirements of fanciers and breeders in the country to which they are consigned. Special attention is given to cooping, feeding and shipping, and our birds invariably reach their destination in good condition. Arrangements are made with the officials of the vessels on which they are transported to give them necessary care.

(Remittances should cover cost of transportation in case of foreign orders.)

A SHIPMENT OF FOWLS TO ENGLAND

BROOMFIELD & SON

WEYMOUTH, ENGLAND

Robert Essex Incubator Co., Buffalo, N. Y., U. S. A.

KING STREET, WEYMOUTH, ENG.

Sir:—The birds to hand yesterday. I am pleased with them, especially the Wyandottes, and I hope their laying qualities will equal their looks.

Thanking you for the trouble you have taken in the matter.

Yours respectfully,

J. W. BROOMFIELD.

A SHIPMENT OF 300 FOWLS TO ARGENTINE

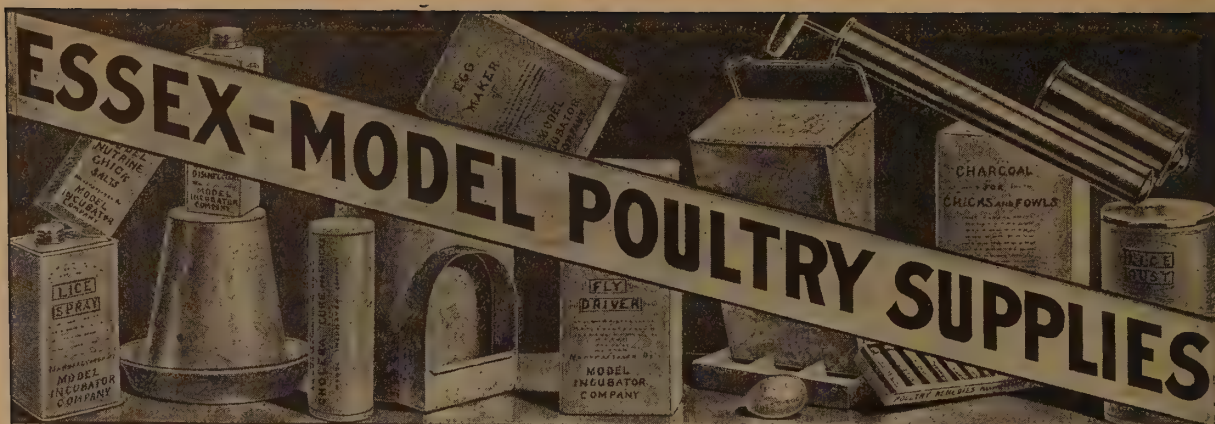


A letter from Dr. Walter Pruce, Director of the Argentine Experiment Station at Buenos Ayres, expresses pleasure with this shipment, and says: "They arrived safely and in good order. It is a pleasure to have negotiations with a house like yours. I shall be happy to recommend the Robert Essex Incubator Company to all needing their valuable services."

READY TO BE HOISTED
ABOARD



PART OF SHIPMENT ON BOARD



TO BE SUCCESSFUL IN POULTRY KEEPING means to be economical in buying and careful in your choice of goods. The poultry keeper who buys wisely generally makes a success of the business. People who use good sense in their every-day dealings are, as a rule, the money-makers. Our Motto is, "Put *Value* and *Quality* into the MAKING of the goods; then sell them at as Low a Price as possible." Our Poultry Supplies have a world-wide reputation for *Superior Quality* and they stand *Unequalled* in their adaptability to the requirements of poultry keepers. You make money by saving money when you buy the Best—the Most Durable Poultry Supplies. We simply ask you to compare them with others.

GALVANIZED IRON DRINKING FOUNTS

Model Drinking Founts are a popular, low-priced fount for use either in or out of the poultry house. They are easily cleaned. They consist of the fount proper and a removable pan, both of heavy galvanized iron. They will not rust and are not injured by the water freezing. Their shape makes the removal of ice an easy matter. They are made in four sizes, the smallest being utilized for young chicks, the largest for ducks. They are easily cleaned and refilled. The simplest Drink Fount on the market.



PRICES: Small size, 20c each; 90c for six; Medium, 25c each; \$1.25 for six; Large size for mature fowls, 40c each; \$1.90 for six; Extra large size for large flocks or ducks, 50c each; \$2.50 for six.

GALVANIZED IRON WALL FOUNTS

These founts are very handy, as they may be hung up on the side walls of the poultry house so as to prevent litter getting into the water. They are made of heavy galvanized iron. This fountain has a good sized square opening, making it easy to clean and permitting a free flow of water. They are largely used by pigeon keepers.

PRICES: 1 qt. size, 30c each; \$1.70 for six; 1 gal. size, 50c each; \$2.75 for six; 2 gal. size, 75c each; \$4.25 for six.

ESSEX-MODEL "CAMEL-BACK" CHICK FEEDER

This is the newest and best chick feeder. Chicks can feed from both sides. Special turned lip and removable slatted guard prevents them getting into, or wasting the grain. Large capacity. Special and improved double sloped bottom automatically carries the feed to the edge of the trough so the chicks can get all of it. This feature is possessed by no other trough.

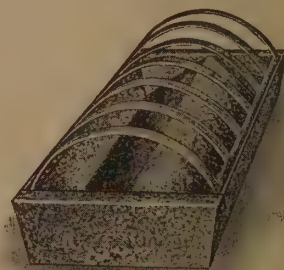
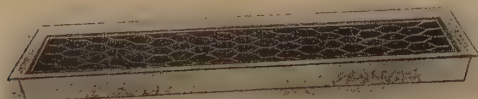
Size, 4 x 10 x 1 1/4 inches. PRICE, 30c each; 12 for \$3.00.

ESSEX-MODEL FEED TROUGH

The Essex-Model Feed Trough consists of a heavy galvanized iron pan with an adjustable screen top. This effectively protects the feed from waste. We highly recommend them for

poultry of all sizes and ages. Easy to fill and clean. Save time and labor. More birds can feed without crowding. For mash or grain mixtures. Price is low considering capacity and value. Made in four sizes.

PRICES: Special, 4 1/4 x 10 3/4 x 1 inch, 25c; Small, 5 1/2 x 24 x 1 inch, 40c; Medium, 6 x 24 x 2 inches, 75c; Large, 8 1/2 x 29 1/2 x 3 inches, 90c.



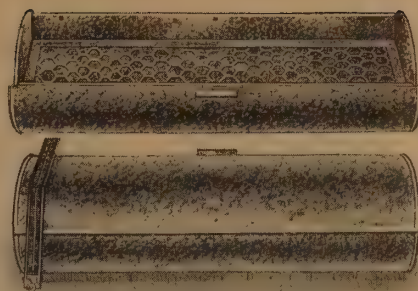
ESSEX-MODEL POULTRY SUPPLIES ARE SUPERIOR

ESSEX-MODEL "SECURITY" FOOD HOPPER

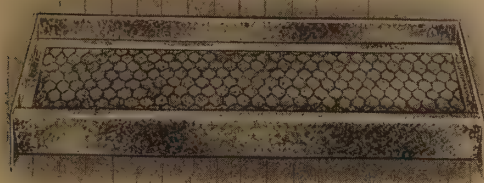
(Patent applied for)

This is the latest improved and most serviceable Food Hopper ever made. It possesses all the advantages of other hoppers, together with additional advantages not possessed by any other make. It beats all other hoppers a dozen ways: (1) It is the only Food Hopper that allows the hens to reach all the food, and at the same time is protected by screen to prevent waste. (2) It is guaranteed to feed freely and not to clog. (3) It is more effective than any other hopper in preventing waste. (4) It is absolutely rat-proof and dust-proof. (5) It is most simple to open and shut—one hand does it. (6) It will feed twice as many hens as any other hopper of same capacity. Every hopper you buy saves one. In other words, you need buy only half as many hoppers if you get the Essex-Model "Security." (7) It takes up less room in house than any other hopper. It projects only $6\frac{1}{2}$ inches from the wall and is therefore popular in small houses. (8) It is the best-looking, best-made hopper on the market. (9) It is the only hopper that allows the screen to be removed entirely for cleaning or other purposes. (10) It is the easiest hopper to fill—a time saver. Remove screen; fill hopper and drop screen back on top of food. (11) It is the only hopper having metal-bound screen. (12) It is Superior, like all Essex-Model Supplies.

Capacity, 1 peck. Price\$1.00



"Security" Food Hopper, the upper one being open and the lower one closed. The foot rule shown resting on the lower hopper indicates its distance from the wall, $6\frac{1}{2}$ inches, thereby economizing space in the poultry house. They are intended to be closed at night and to be protected by the screen during the day.



"Economic" Food Hopper, showing screen in position. May be used on the floor or hung on the wall.

THE ESSEX-MODEL "ECONOMIC" FOOD HOPPER

This also is a new Essex-Model design of a general purpose hopper, which can be set on the floor or hung on the wall. In this respect it has an advantage over many other styles. It possesses a metal-bound screen to prevent waste from hens scattering the food. It is economical, cheap, and serves the purpose of some of the hoppers that are sold at higher prices. It is rat-proof. Feeds twice as many hens at one time as any other hopper except our "Security" Hopper.

Capacity, 1 peck. Price\$0.75

MODEL CANFIELD DRINKING CUPS

These very useful cups have long been known to fanciers as the Canfield Drinking Cup. We now own the forming dies and all rights in this cup. They are made of sheet iron, heavily enameled, and hold half a pint each. They are indispensable for watering or feeding birds cooped in exhibition cages, when conditioning them for the show room. Supply your own cups when exhibiting and avoid possible infection from use of old or unclean food and water cups.

PRICE: 20c each postpaid, or \$1.50 per dozen by express, collect.



GALVANIZED IRON DRY FOOD HOPPER

Dry feeding has become very popular. It has proved to be a satisfactory, economical and labor-saving method of feeding poultry. Our Galvanized Iron Dry Food Hopper is well made of heavy galvanized iron and with ordinary care should last a lifetime. This hopper is superior in every way to a wooden hopper. The wooden hopper attracts dampness and mold, which are always undesirable. Our Galvanized Iron Hopper has a hinged lid which protects the grain supply from dust, and being made of metal it affords freedom from dampness and mold. For dry feeding both hard grain mixtures and dry mash, this hopper is superior.

These hoppers have two compartments; one for dry mash or mixed grain, holding about six quarts, the other for either grain or beef scrap, holding about three quarts.

We recommend this hopper for all who desire to practice dry feeding or who wish to give the birds a chance to balance their own ration. Top of box has sharp pitch or angle, so birds cannot roost on it. Quality considered, the price is very low.

PRICE, each, 75c. Special prices on dozen lots.

GALVANIZED IRON GRIT AND SHELL BOX

No poultryman can really afford to be without this handy labor-saving device. This box or hopper is well made of heavy galvanized iron and will last for years with reasonable care.

Made in two sizes. The small, or brooder size, has two compartments. Used for feeding grit, oyster shells, charcoal and granulated bone. It feeds automatically and prevents waste. Hangs on side of brooder or pen so the birds can help themselves and the supply is kept clean. Top has hinged slanting lid to prevent birds roosting on box.

Small Brooder Size (2 compartments). Price, each.....\$0.35

Large Pen Size (3 Compartments). Price, each50

Special prices in dozen lots.



ESSEX-MODEL POULTRY SUPPLIES ARE SUPERIOR

ESSEX-MODEL POULTRY SUPPLIES

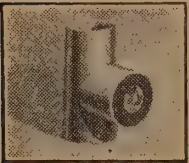
HIGH-LIGHT EGG TESTER



This tester is designed for use on large duck and broiler farms where great numbers of eggs are incubated, and it becomes a matter of some moment to test the eggs at the earliest time possible, that the clear eggs may be marketed. This tester has an exceedingly strong reflected light, and with it duck eggs may be tested perfectly on the second day of incubation. White-shelled hen eggs may be tested about the third day, and dark-shelled ones on the fifth. It makes a quick candler for store-keepers for use in grading eggs.

PRICE, with lamp \$1.75

STANDARD EGG TESTER



A standard tester is shipped free with each machine. This tester gives a strong, reflected light, and when used in a dark room illuminates the interior of the egg sufficiently for practical work.

PRICE...25c; by mail ...35c

TELESCOPIC JUDGING STICK



The latest down-to-date style. Has special composition handle and tip. Nicely finished in nickel. Twenty-four inches long when open; closes to six inches, so as to be carried in vest pocket. Indispensable for training birds for show.

PRICE, each, postpaid \$1.00

CHAMPION LEG BANDS



This is a well known and one of the oldest bands on the market. It is well liked, as it is adjustable to any size of birds of all breeds. Being made of aluminum it is light, and having a double lock it is impossible for them to work loose and drop off.

PRICE, postpaid, 12 for 15c; 25 for 30c; 50 for 50c; 100 for 80c

IDEAL LEG BANDS



Ideal leg bands have a large sale and give perfect satisfaction. They are light, neat, strong, and durable. Easily and quickly put on. Offered in three sizes: No. 6 for Mediterranean classes, No. 8 for American classes, No. 10 for Asiatics; also turkeys and geese.

PRICES, postpaid, 12, 15c; 25, 30c; 50, 50c; 100, 80c

INCUBATOR AND BROODER LAMPS



PRICES OF INCUBATOR LAMPS

Small size, for Nos. 0, 1, A, B and New Homestead Incubators .75c
Large size, for Nos. 2, 3, 4, and C Incubators90c

PRICES OF BROODER LAMPS

For Portable Hover and all 1911 Brooders; Colony and Double Indoor Brooders, 1910 style...90c; Chimney 25c extra.
For Portable Hover and Model B Brooders, 1910 style A and B Brooders, 1912, \$1.00 each; Chimney 25c extra.
For Portable Hover and Chick Comfort Hover and Colony C, 1912, 75c each; Chimney 25c extra.

Be sure to specify size and style of incubator and brooder for which lamps are wanted.

REDUCING LAMP BURNERS

These burners are made for warm weather work. They have an extended flange or gallery which fits the chimney for the regular burner, containing a 1 1/2 inch wick. We have these burners in two sizes: Small, for reducing from 1 1/2 inch wick to 3/8 inch wick. Large, for reducing from 1 1/2 inch wick to 1 inch wick. Be sure to state which size you want when ordering.

PRICE, each, postpaid 50c

BLUE FLAME GAS BURNER

This burner was designed and manufactured by us to meet the demand for a blue flame burner suitable for incubator and brooder work. This burner may be turned low without popping out and may be regulated and set to meet the varying pressures of gas in different localities. It may be used with either artificial or natural gas.

PRICE.....85c



TENNESSEE GRINDING MILL

This is a cheap and handy grinding mill for grain. A satisfactory machine for farm or family use. Can be easily taken apart for cleaning without the use of tools. Easily adjusted, grinding fine or coarse, for wheat, corn, other dry grains or spices. The grinding plates are of hardened metal, all bearings chilled metal, and crank of malleable iron.

Weight complete, 12 lbs. PRICE, each \$2.25

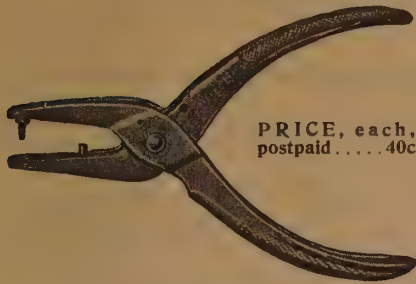
PORCELAIN NEST EGGS

This article does not need any description, as it is well known to all who keep poultry. They are made of a good quality of flint glass and will last indefinitely.

PRICE, two for 5c per dozen25c

ESSEX-MODEL POULTRY SUPPLIES ARE SUPERIOR

THE MODEL TOE MARKER



PRICE, each,
postpaid40c

To toe-mark a chick, a good cutting punch is needed; one that cuts through like a conductor's punch, making a clean hole. Such is the Model Toe Marker, a high grade tool in every particular. This is not a com-

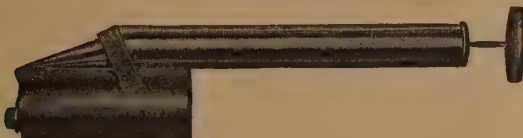
mon small finger punch. It is large with good grip, the handles being well shaped and knurled on the swell; it is well finished, nickel plated, and makes a handsome tool, a perfect marker well worth twice the price asked. It can be bought only from us or from our agents.

CAPONIZING SET

Increased interest in caponizing has led us to have prepared for us, by one of the leading instrument makers in this country, this special set of caponizing tools which are designed after the most approved models and possesses more down-to-date equipment than any other at the price. Caponizing is easy to learn, and all surplus cockerels should be operated upon, as the birds then grow faster and fatten more quickly with less food and bring higher prices, being esteemed a delicacy. Full directions are furnished with this set, so that good results may be obtained by the amateur.

PRICE, complete, postpaid \$2.75

HAND SPRAY PUMP



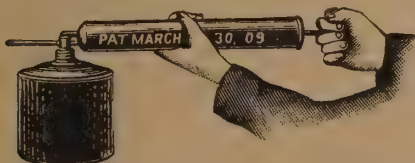
We recommend this handy little sprayer to the poultryman for spraying Model Disinfectant, Lice Spray, Fly Driver, etc. It is well made of bright tin and with reasonable care will last a long time. The reservoir holds a quart. Its size makes it handy for use in the hen house, also for spraying rose and raspberry bushes, cucumber vines, etc.

At the price asked it is a very cheap and convenient tool. Every poultryman and farmer should have one.

PRICE, each 50c; express paid 75c

THE "ATOMIST" HAND SPRAYER

It throws a continuous spray



The "Atomist" Hand Sprayer has a quart reservoir of heavy tin and the pump is attached to it.

The pump is very compact and durable and a continuous spray is thrown. The siphon tube and the working parts of the valve and nozzle are made of brass, and are practically indestructible.

The spray is created by the use of a check valve which automatically holds the air pressure in the reservoir.

The pump may be unscrewed with one operation, so that the reservoir is readily filled.

PRICE, each \$1.00

NEW IDEA SPRAY PUMP

In this pump all objectionable foot rests, clamps, packing, etc., are done away with. It requires no fastening of any kind, holding itself down. To operate, simply press the plunger down. A strong spring forces it back, ready for another stroke.

Everything except handle and hose is solid brass, threaded and screwed together. Will pump from a pail, barrel, tank, spring or creek. Weighs four pounds and is ready for immediate use anywhere.

Useful for whitewashing, spraying plants, vegetables, washing windows, etc. Has three different sprays and automatic mixer. Price, \$3.00.

ESSEX-MODEL LICE-PROOF PERCH OR ROOST SUPPORT

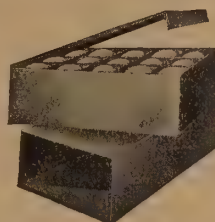
This should not be confused with the cheap light-weight roost supports or hangers sold by some supply dealers. The

Essex-Model Perch or Roost Support is a heavy iron bracket cast in one piece. It is held firmly in place against the wall by two screws. When a pair are in place they will securely support a heavy roost filled with sleeping fowls. The roost fits on an upright metal pin $\frac{3}{4}$ of an inch in diameter. A broad shoulder on this pin just above the trough part of bracket prevents roost from fitting too close to trough, which is made to hold Model Lice Spray or other lice-killing liquid. The trough for lice killer is $4\frac{1}{4}$ inches long by $1\frac{1}{4}$ inches wide and $\frac{1}{2}$ inch deep, and will hold a sufficient amount of lice-killing liquid to last a long time.

PRICE, per pair 25c



ESSEX-MODEL EGG BOXES



These boxes present the safest and surest means for shipping eggs for hatching. They are made of tough, strong, corrugated fibre-board, and consist of an inner and an outer box or case, one telescoping into the other, making a very satisfactory package.

They pack flat for shipping, which is an added advantage.

Try a sample dozen and you will never purchase any other make.

PRICES: 15 egg size, \$1.00 per dozen; 30 egg size, \$1.60 per dozen.

SPIR-OL COLORED LEG BANDS

Made in seven colors, black, white, red, blue, pink, amber and ruby; and in different sizes; for Mediterranean, American and Asiatic Breeds; also for Baby Chicks.

Made like a key ring and slip on easily. By using different combinations you can identify your different birds at a glance.

Prices for Grown Fowls, (seven colors) 12 Bands, 25c; 25, 50c; 50, 85c; 100, \$1.50; postpaid.

Prices for Chicks, (five colors only—pink, white, blue, black and amber) 12 Bands, 20c; 25, 35c; 50, 60c; 100, \$1.00; postpaid.



HEALTH AND DISEASE IN POULTRY

DON'T let your fowls get sick. That is our advice to you—and it is easy to follow.

How?

First: Breed only from your best—most vigorous fowls. **Second:** Set your eggs in properly constructed Incubators, and raise the chicks in well-ventilated, well-heated Brooders or Hovers, thereby avoiding the lice that young chicks start with when hatched and raised with hens. This will give you a start with strong chicks. It's half the battle!

If your chickens do get sick, read on this page how to treat them.

BUMBLE FOOT

Symptoms: An inflamed condition of the bottom of the foot—usually swollen. Generally result of a bruise caused by jumping from high roosts; sometimes by glass, splinters, cinders, etc., getting into the foot.

Treatment: Keep bird in a clean dry coop with fresh straw, and no roost. If pus has formed, open sore spot with a clean knife; wash matter out thoroughly. Apply **Essex-Model Chicken Pox Ointment** lightly for healing and disinfecting. Use **Remedy No. 3** in drinking water. (See page 86.)

CANKER

Symptoms: Patches of cheesy matter or sores in corners of mouth or inside—sometimes in throat. Difficulty in swallowing. Frequently caused by fighting.

Treatment: Separate the bird from others. Feed soft mash and administer **Remedy No. 5** in the drinking water. (See page 86.) In advanced stages remove growth and apply disinfectant.

COLDS

An inflammation of the mucous surface of the air passage above the windpipe. Caused by exposure to cold winds and rain; roosting in a draft, or by contagion from other birds. Sometimes caused in young chicks by a chill after crowding and sweating, or in shipping day-old chicks.

Symptoms: A watery bubbling at the nose and eyes; sometimes diarrhoea, especially in young chicks.

Treatment: Keep birds separate in a dry place, and give **Remedy No. 2** in the drinking water. (See page 86.)

CHOLERA

A germ disease attacking the mucous membrane of the bowels; is contagious, and passes from bird to bird readily. Prevalent in warm damp weather. Frequently result of indigestion and impure food.

Symptoms: First a nearly colorless watery discharge. The bird is sluggish, and stands about with tail drooped; plumage disarranged; vent foul; wings lowered, and eyes half closed. Thirsty. No desire for food. Later the droppings appear bloody.

Treatment: Keep sick birds by themselves in warm comfortable quarters. Use **Essex-Model Cholera Remedy** promptly in the drinking water. (See page 86.) Being quite thirsty the birds will take this remedy readily, and if treated early will recover. Avoid stagnant, dirty drinking water which often causes this trouble. Disinfect houses and runs liberally with **Essex-Model Disinfectant**. (See page 83.)

CHICKEN POX

This generally appears among young stock in the fall.

Symptoms: Scabby dark ulcers, mostly on head and face. Sometimes exude a liquid, which dries and forms a dirty scaly surface.

Treatment: Separate the birds, and keep dry. Give a dose of Epsom Salts once a week for two weeks, and feed nourishing food. Use **Essex-Model Chicken Pox Ointment** on sores until they are healed. Have fresh dry litter in pens. Use **Remedy No. 3** in the drinking water. (See page 86.)

DIARRHOEA

White Diarrhoea (so-called) is generally caused in young chicks by sudden chills, or lack of heat, poorly ventilated or ill-constructed brooders, from lice, or from indigestion. Frequently found in chicks chilled in fireless brooders and those shipped a distance when very young. Caused in old fowls by indigestible food (sometimes new corn or musty grain), lack of grit, overfeeding of meat or green bone, irregular feeding, filthy drinking water.

Treatment: Give old fowls a dose of Castor Oil or Epsom Salts. Feed cooked mash. Give light feeds of varied ration, including green foods. Keep small chicks in a well-heated, well-ventilated brooder. Feed them some boiled rice. Give **Remedy No. 4** in the drinking water. This is a specific for this disease, especially the so-called white diarrhoea in young chicks. Disinfect brooder or coop with **Essex-Model Disinfectant**. (See pages 83 and 86.)

EGGS, SOFT-SHELLED

These are due to a lack of shell-making material in the food, or to overfeeding, and forced egg production.

Treatment: Furnish a supply of ground oyster shells and grit at all times. Reduce the food. Give **Remedy No. 10** in the drinking water. (See page 86.)

GAPES

Usually appear in young chicks only. Caused by the irritation of a thread-like worm in the windpipe. Most frequent in the Middle and Southern States, or on clay land used for poultry for a number of years.

Symptoms: A sneezy cough, and a gasping or gaping, from which the disease is named. Inflammation of the throat follows.

Treatment: Remove birds to clean fresh ground. Lime old runs heavily, plow under, and cultivate for two years. Separate the birds and apply **Essex-Model Gape Remedy** twice a day (before feeding in morning and after feeding at night). This is a soft ointment in a collapsible tube, easily squeezed into the throat. The worms will be passed off in the droppings. The old-fashioned use of horse hairs or gape removers is both troublesome and ineffective. (See page 86.)

LIVER, CONGESTION OF

Usually caused by feeding a rich starchy ration, or by the continuous use of condiments.

Symptoms: The early symptoms are a lack of color in comb and wattles, a dark diarrhoea changing to yellow in a few days. Comb and wattles then turn dark red or purple, and sometimes black. The birds have no appetite, and a generally dumpy or mopy appearance.

Treatment: Omit flour or cornmeal from the mash; use considerable clover or alfalfa. A little fresh meat is beneficial. Put birds in grass runs. Give one dose of Castor Oil, and then **Remedy No. 6** in the drinking water. Disinfect houses and runs with **Essex-Model Disinfectant**. (See pages 83 and 86.)

LEG WEAKNESS

Usually found in young, half-grown stock. Caused by a lack of bone and muscle food.

Symptoms: Weakness in legs, unsteady gait, birds sit when eating, and are disinclined to walk. Otherwise look well.

Treatment: Give free range and feed only twice a day for awhile. Use **Essex-Model Nutrine Chick Salts** to furnish bone and muscle. If you cannot give free range, feed steamed clover or alfalfa freely. Give **Remedy No. 6** in the drinking water. (See page 86.)

SCALY LEG

Caused by a parasite under the scales of the legs and toes. It is contagious, being passed from one bird to another on the roosts.

Symptoms: The scales become pushed apart, and dirt accumulates, producing an unsightly appearance.

Treatment: **Essex-Model Scaly Leg Ointment** (see page 85) will cure this trouble promptly. Spray roost and droppings boards with **Essex-Model Lice Spray** (see page 84). Change the litter frequently, and clean the floor of the house regularly.

ROUP

An infectious disease (catarrhal in form) of the air passages. Appears in various forms, and under various names (Diphtheritic Roup, Cankrous Roup, etc.) Most common in the fall. Caused by cold, windy quarters; houses that vary greatly in temperature; poor food; dirty drinking water and filthy houses; lack of ventilation; infection from other birds. Often affects young stock suddenly cooped in ill-ventilated quarters in the fall after having free range.

Symptoms: First symptoms are similar to a cold, such as watery eyes, sneezing, etc. The disease develops rapidly, and a strong disagreeable odor becomes noticeable. The bird's head is hot and often swollen.

Treatment: As soon as noticed remove to separate quarters; keep warm and comfortable, and give **Essex-Model Roup Remedy** (see page 83) in the drinking water. Use glass or crockery fountains. Bathe the head in a solution of **Essex-Model Roup Remedy** of same strength. **Remedy No. 2** is also effective in early stages. Disinfect houses with **Essex-Model Disinfectant**. (See pages 83 and 86.)

RHEUMATISM

This disease affects all parts of the body, but mostly the legs. Results from exposure to cold and wet, too much meat foods and a lack of vegetables. Appears during damp, cold weather in grown birds. Caused among brooder chicks when raised in damp, cold or fireless brooders, or by shipment of day-old chicks.

Symptoms: Swollen joints, contraction of muscles, pain and stiffness in walking, and a rise in temperature. The toes are sometimes drawn up, and the bird sits most of the time.

Treatment: The birds should be kept in dry, sunny houses. Give a variety of green food or steamed clover in the mash. Use **Remedy No. 8** in the drinking water as per directions. (See page 86.)

ESSEX-MODEL LABORATORY SPECIALTIES

LICE KILLERS, REMEDIES, TONICS, DISINFECTANTS, ETC., ETC.

SPECIAL NOTICE.—Serial Number 22491.—That our customers may know that our Poultry Remedies, Disinfectants and Insecticides are exactly as represented, we have filed, as manufacturers, with the Department of Agriculture a general guarantee that these goods are not adulterated or misbranded within the meaning of the Food and Drug Act of June 30, 1906. We have been assigned a serial number, which is 22491. This number appears on every package of these goods. We thus guarantee to our customers the quality of the remedies purchased.

TO SECURE THE BEST RESULTS from the use of Poultry Remedies, Lice Killers, Tonics and other Laboratory Products, it is necessary to first satisfy yourself that the goods are genuine—that they do the work claimed for them.

The long and successful experience of Mr. Essex in breeding both Commercial and Exhibition Poultry is sufficient evidence that the needs of fowls in health and in sickness have been thoroughly studied, and the lengthy practice and experience of our Chief Chemist in compounding preparations as well for the human family as for poultry, is proof that every product offered you by us will be most minutely computed and accurately and scientifically balanced. **Like All Our Products, They are Superior.**

ESSEX-MODEL DISINFECTANT AND REMEDY

Essex-Model Disinfectant is prepared in our own laboratory, and we believe we have one of the most effective disinfectants on the market. Not only is it a remarkably strong antiseptic, germicide and insecticide, but it contains valuable medicinal properties as well. A solution of one part Essex-Model Disinfectant to 100 parts of water will kill most germs, and is death to ticks and lice.

Its medicinal properties are both germicidal and antiseptic, and when given internally it will, to a large extent, decrease intestinal gases and limit the putrefactive processes in the intestines, and relieve intestinal catarrh and intestinal inflammation. Many of the troubles of the baby chick are intestinal. The so-called "white diarrhoea" is gastro-intestinal. Use Essex-Model Disinfectant in the drinking water, one-half teaspoonful to a quart of water for a remedy. Use our Nutrine Chick Salts as a preventive.

PRICE OF MODEL DISINFECTANT: Quart cans, 50c; half-gallon cans, 85c; gallon cans, \$1.50. Barrel and larger lots a matter for correspondence.



ESSEX-MODEL ROUP REMEDY

Roup is a disease that is generally contracted when the young birds are first put into the laying houses in the fall. They are often put in a draughty place and colds develop. It is also contracted in damp houses. Roup will follow colds if allowed to run without attention.

The general symptoms are—First, a froth and bubbles in the corners of the eyes, followed by sneezing and watery discharge from eyes and nose. This discharge has a foul odor, and the disease is readily recognized.

Essex-Model Roup Remedy should be used as a preventive in a diluted form when colds are suspected. It is perfectly harmless.

Put the remedy into the drinking water the first time the birds sneeze and prevent future severe disease.

Essex-Model Roup Remedy is compounded to not only prevent roup, but is the greatest remedy that has ever been put on the market; and we guarantee it to be effective in all cases of roup where it is used according to our directions, if administered before the bird is beyond all hope of recovery.

The 25c size package makes 10 gallons of medicine, the 50c size makes 25 gallons and the \$1.00 size makes 75 gallons.

PRICES OF MODEL ROUP REMEDY

	Each	Six	Twelve
Small size package, postpaid	25c		
Medium size package, postpaid	50c	\$2.75	\$5.00
Large size package, postpaid	\$1.00	5.00	9.00



FINDS IT EXCELLENT FOR COLDS

Dear Sirs: Catos Hall, EASTON, MD., Jan. 29, 1911.
Please mail me at once, if possible, one more box of your Roup Cure. I find it excellent for colds.
Yours truly,

MRS. J. S. DUMARESQ.

ROUP CURE JUST WHAT YOU CLAIM

Dear Sirs: ALTOONA, PA., March 1, 1911.
We have used your Essex-Model Roup Cure, and find it to be just what you claim it to be. It certainly is a fine remedy.
Yours respectfully,
R. M. CHERRY.

CURED HENS MOST READY TO BE BURIED

Dear Sirs: LAKEVIEW, WASH., Dec. 1, 1910.
Enclosed find 50 cents, for which send me one vial each of No. 4 and No. 6 Essex-Model Remedy. The No. 4 is the best thing out. I've had chickens lying out flat, with combs dark purple—most ready to be buried, and after two or three doses they would be up and hunting around for something to eat. It certainly is a wonder.

Sincerely yours, M. D. NYCE.

When treating fowls for roup they should be separated as soon as the disease is noticeable. The nostrils and eyes may be bathed with Essex Model Disinfectant when diluted as directed above. It should also be used to spray the house for disinfecting purposes.

ESSEX - MODEL LABORATORY SPECIALTIES ARE SUPERIOR

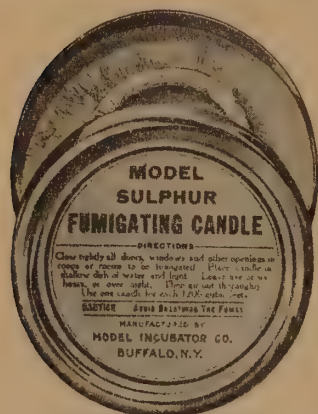
ESSEX-MODEL LABORATORY SPECIALTIES

INFORMATION ABOUT LICE AND MITES

There are several species of these pests. The common chicken or poultry louse does not suck the blood, but lives on the scales of the skin and parts of the feathers. This louse travels all over the fowls and while it causes intense irritation of the skin, the chief danger is from the amount of worry and annoyance they cause the bird. Lice spread rapidly from one fowl to another by contact. A lousy male bird will soon contaminate the whole flock.

Lice about the vent cause inflammation and ulceration of the parts and are often the cause of poorly fertilized eggs. Young chicks suffer greatly from attacks of this form of lice, often being killed outright by them. As the eggs or nits are laid on or about the fluffy and soft parts near the base of the feathers, to combat them a good strong lice dust is needed.

There are many varieties of poultry mites. Some hide in cracks and crevices about roosts and droppings boards and suck the blood of the fowls at night. Others cause scaly leg and white comb. All such vermin act as carriers of disease germs. They worry the fowls and check egg production. Mites cannot be gotten rid of by use of a lice powder, but there is no need of having mites if Model Lice Spray is used freely.



MODEL SULPHUR CANDLES

The easiest way to completely free your poultry houses from all kinds of insect life and vermin is to fumigate them with Model Sulphur Candles. The vapor which arises from burning them is deadly to all animal life, especially when burned in water. These candles are the most convenient to use, easiest to light and the largest and heaviest ever offered for the price. Complete directions for use accompany each candle. Put up in a tin box so that they reach your hands unbroken.

PRICE, each.....10c; postpaid..... 15c
Per dozen, by express, not prepaid.....\$1.00

MODEL LICE DUST — KILLS LICE

This Lice Dust or Powder is especially compounded for this purpose.

It is composed of especially selected ingredients ground to a very fine dust, so that when applied it comes in contact with every portion of the skin to which it is applied, and instantly chokes and kills the lice.

Model Lice Dust is put up in handsome paraffine-lined pasteboard tubes with metal tops and bottoms, which preserve the strength of the powder. The smaller sizes have patent sprinkler tops for dusting the powder.



PRICES

5 oz. package, 10c; postpaid.....15c; 15 oz. package, 25c; postpaid..... 40c
48 oz. package, by express at customer's expense..... 50c
100 oz. package, by express at customer's expense..... \$1.00

MODEL NAPHTHALENE NEST EGG

This Nest Egg is used, not in reality as a nest egg, but is put into the nest to remove and kill the lice—the same as a camphor ball is packed in clothing to keep out the moths. If one of these nest eggs is placed in a nest with the nesting material it will remove all vermin; if put in a corner of the nest beneath the nesting material a setting hen can remain on the nest with comfort and hatch chickens instead of lice and mites.

This nest egg retains its disinfecting and lice-killing qualities as long as there is anything left.

Use Model Naphthalene Nest Eggs and you will not be troubled further with lousy nests.

PRICE, each.....5c; postpaid, each extra.....5c; per dozen, by express.....50c

MODEL LICE SPRAY — KILLS MITES AND LICE

By the use of this Spray on the roosts and droppings board and by supporting the roosts on some good style of cup roost hangers filled with Model Lice Spray, these pests may be overcome and kept out of the poultry house.

Model Lice Spray is not a cheap mixture of gas house products with kerosene, but a scientifically compounded preparation containing a definite amount of active lice-killing ingredients. It is strong, effective and economical and is safe and easy to use, being applied by means of a spray pump or an old paint brush. It not only destroys the mites secreted in the cracks and joints of the roosting section, but when sprayed on the droppings board the fumes will kill those on the bird as well.

Model Lice Spray is especially effective for lice, mites and ticks on horses, cattle, sheep and hogs.

Full directions for use are printed on the label of each package.

PRICES OF MODEL LICE SPRAY

1 quart cans, each35c 1 gallon cans, each.....\$1.00
2 quart cans, each60c 5 gallon wooden jackets, each 4.00



ESSEX-MODEL LABORATORY SPECIALTIES ARE SUPERIOR

ESSEX-MODEL LABORATORY SPECIALTIES

ESSEX-MODEL HEAD LICE OINTMENT

Head lice cause the loss of many young chicks and turkeys every year. Head lice are easily killed by the use of our tried and proved Essex-Model Head Lice Ointment. It may be used on the heads of chicks and young turkeys without danger of injury. It is guaranteed to kill head lice on chicks or any young poultry, and will not drive the vermin to other parts. It is compounded with great care, and will be found to be reliable and effective. It is a paste-like ointment and is easily applied with a brush or the finger. Put up in a large 3-ounce tin box with full directions for use; packed in pasteboard carton for mailing.

PRICE, per box, postpaid 25c



ESSEX-MODEL SCALY LEG OINTMENT

This ointment is compounded from a tried and proved formula and is the result of much study and experiment. It may be used on fowls, chicks and young turkeys without fear of injury. For scaly leg and other skin diseases caused by parasitic mites it has no equal.

Essex-Model Scaly Leg Ointment is prepared in paste form and easily applied with a brush or with the finger.

Put up in a large 3-oz. tin box with full directions for use; packed in pasteboard carton for mailing.

PRICE, per box, postpaid 25c



ESSEX-MODEL GRANULATED CHARCOAL

All authorities on poultry keeping agree that it is advantageous to keep good, pure charcoal before both young and old poultry at all times. It is one of the aids to good digestion and proper assimilation of food, and that means HEALTH.

Impure or carelessly prepared charcoal or the ordinary cheaply-made commercial product should not be fed to poultry, as it is likely to prove injurious through having absorbed poisonous gases, or may contain harmful foreign matter.

Essex-Model Granulated Charcoal is especially prepared for poultry feeding. It is free from dust, dirt or foreign substances and is pure and wholesome. It is the best natural preventive of digestive troubles, sour crop and diarrhoea; is an aid to digestion, and, fed freely, keeps poultry in good condition.

We prepare Essex-Model Granulated Charcoal in three sizes:

FINE, for young chicks; MEDIUM, for growing stock, and COARSE, for adult fowls.

Put up in 2-pound cartons and 50-pound sacks.

PRICES ESSEX-MODEL GRANULATED CHARCOAL

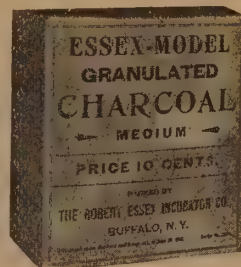
(State size when ordering.)

2-lb. carton, 10c each; \$1.10 per doz.

50-lb. sack, \$1.25

Two 50-lb. sacks, \$2 25

Special prices on large quantities upon application.



MODEL FLY DRIVER

All who keep cows know of the bother and annoyance caused by flies. Just when the cows are beginning to get the benefit of green pasturage, the flies appear. The cows have hardly time to feed, so busy are they in fighting flies. The result is that the milk yield shrinks and the cows lose flesh.

When the fly season is near, send for a sample gallon can and use it according to directions and you will be pleased with the results obtained. Model Fly Driver does not gum up the coat nor cause the hair to fall off. Does not impregnate the milk with strong, bad odors. It is prompt in its action, lasting in its effect and economical to use.

When used on your farm and carriage horses, it may be readily washed off with water, as it is not oily, thus overcoming any objection to its use on this class of stock. Wash off the shoulders and backs of horses with a solution of Model Fly Driver and you will prevent and cure harness galls, sore shoulders and backs. Apply with a sprayer or sponge.

PRICE OF MODEL FLY DRIVER

½ gallon 50c

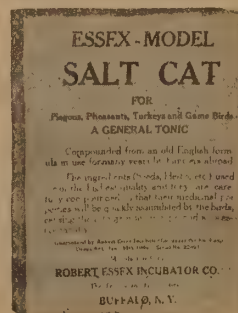
1 gallon 75c

5 gallon, jacketed can \$3.25

ESSEX-MODEL SALT CAT

Essex-Model Salt Cat is an all-round tonic invaluable for pigeons, pheasants, turkeys and game birds, and is prepared from an old English formula, which has been in successful use by fanciers abroad for many years. The ingredients used in the preparation of our Salt Cat are of the highest quality (mineral salts, seeds, herbs, etc.) They are carefully compounded, so that their medicinal properties will be quickly assimilated by the birds, insuring natural improvement in constitutional vigor, strength and appearance.

Price Essex-Model Salt Cat, per package 15c



ESSEX-MODEL LABORATORY SPECIALTIES ARE SUPERIOR

ESSEX-MODEL LABORATORY SPECIALTIES



ESSEX-MODEL CHICKEN-POX OINTMENT

Chicken-Pox, while not a dangerous disease in itself, is one that is most readily communicated, and which frequently results in subsequent sickness such as Roup, Bronchitis, etc., which attacks the chick in its weakened condition. Chicken-Pox is easily recognizable by the wart-like growths on the head of the chick. This disease is easily controlled by the use of Model Chicken-Pox Ointment. In fact, when Model Chicken-Pox Ointment is used there is only one other precaution necessary, and that is to separate the sick chick from those that are in good health and to watch for the appearance of the disease in the healthy flock. Model Chicken-Pox Ointment is the most effective remedy known.

PRICE, per box, postpaid 25c

MODEL GAPE REMEDY

Gapes is a trouble that affects the throat and windpipe of young chicks, more especially those which have been raised in enclosed quarters and bred on the same ground year after year.

Model Gape Remedy acts quickly; is easy to apply; and in fact the only time-saving, sensible remedy for Gapes that has ever been placed on the market to this date. Full directions with each package.

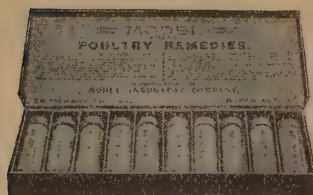
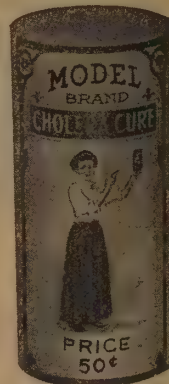
PRICE: 25c per package, postpaid

MODEL CHOLERA REMEDY

Chicken cholera is much the same as the disease that attacks the human. It usually comes from the drinking of stagnant and foul water, and it can be brought into a flock by a bird already contaminated.

Model Cholera Remedy is given in the drinking water, and one package will make 25 gallons of medicine. It is almost tasteless and has a cooling effect on the hot and inflamed membranes, and quickly reduces the fever throughout the birds' system. It is not only a specific for cholera, but will relieve indigestion, constipation and diarrhoea.

PRICE: 50c per box, postpaid



ESSEX-MODEL HOMEOPATHIC POULTRY REMEDIES

We offer the following Standard Homeopathic Remedies for poultry diseases. They are of the same quality as have been used for years in treating the diseases of man.

These remedies are put up in tablet form and will not be affected by age if kept in the case or otherwise protected from strong light. They are administered by dissolving in a small quantity of drinking water, the fowls thus taking the medicine without aid.

Each remedy is double strength, and complete directions, plainly written so as to be easily understood, are printed on the label of each vial.

Essex-Model Remedy No. 1.—For catarrhal throat colds, similar to bronchitis or croup.

Essex-Model Remedy No. 2.—For much sneezing, watery discharges from the eyes and nostrils, snuffles and all sudden colds. Prevents and stops roup in its early stages.

Essex-Model Remedy No. 3.—For chronic catarrhal colds of poultry which are accompanied by a hard croupy cough. Where there is a pus formation, as chicken-pox and bumble-foot, it promotes rapid healing of the sores.

Essex-Model Remedy No. 4.—A general specific for bowel trouble, especially when accompanied by a watery, bloody discharge. It will stop the so-called white diarrhoea in small chicks. It will quickly prove effective in the most obstinate cases of cholera when put in the drinking water.

Essex-Model Remedy No. 5.—For all forms of canker and diphtheritic roup. For vent gleet and ailments where there is a tendency to cheesy growths upon any mucuous membrane it has no equal.

Essex-Model Remedy No. 6.—For congestion of the liver, which is shown by loose watery discharges, mussed and ruffled plumage about vent, lack of appetite and a general dumpy and mopy appearance; also for crop-bound, which is easily distinguished. A specific for leg weakness in chicks, caused by overfeeding.

Essex-Model Remedy No. 7.—Promotes healthy action of the egg organs and starts hens laying after molting. Is used in eye diseases or where there is an accumulation of yellow matter under the lids. It is also useful in relieving egg-bound.

Essex-Model Remedy No. 8.—For rheumatism where indicated by swollen or cramped legs, lameness and difficulty in walking.

Essex-Model Remedy No. 9.—For all parasites and worms in the intestines. Symptoms are ravenous appetite, pale comb, ruffled feathers, and occasionally diarrhoea.

Essex-Model Remedy No. 10.—For disorders of the egg organs causing soft-shelled eggs. Stimulates the reproductive organs, thus insuring fertile eggs.

Put up in a neat, cloth-covered case and sent postpaid to any address, price \$2.00. Single vials mailed in strong tubes, postpaid 25c each. Always give the number in ordering single vials. If you do not know what remedy to select, write us describing symptoms and enclose 25c, and we will mail you the remedy best suited for the case.

ESSEX-MODEL LABORATORY SPECIALTIES ARE SUPERIOR

ESSEX-MODEL LABORATORY SPECIALTIES

ESSEX-MODEL QUIC-MOLT OR FEATHER-FAST

Makes Hens Molt Quick. Makes Young Stock Feather Fast.



ESSEX-MODEL "QUIC-MOLT" is one of the greatest money-makers for poultry keepers that have ever been placed upon the market. It makes hens molt quickly and makes growing chicks feather fast. Hens that do not get their new coat of feathers before winter comes on seldom lay before the spring, and the whole winter (the period of high egg prices) is lost.

"Quic-Molt" aids greatly in the preparation of young birds for early shows, especially when it is necessary to hurry them along towards mature plumage, and brightens up the plumage of old birds. It may make all the difference between winning and losing. Try it once, and you will get it every year because it brings you profit.

A one dollar package lasts 50 hens one month.

PRICES: 5-lb. package, \$1.00, by express at customer's expense; 25-lb. pail, \$3.00, by freight at our expense to points east of the Mississippi River and north of Mason and Dixon's Line.

TO LAY THROUGH WINTER—USED "QUIC-MOLT"

Dear Sir: BUFFALO, N. Y., Oct. 12, 1910.
I have 68 Minorcas, hatched in a No. 1 Model Incubator. They started to molt in August, so I got a package of your "Quic-Molt" and fed them. Yesterday I got 10 eggs, so you see they have started in to lay again.

Yours very truly,
(MISS) ETHEL THOMAS.

"QUIC-MOLT" SURELY DOES THE WORK

Dear Sir: SHIREMANSTOWN, PA., Oct. 17, 1910.
Have used for the first time a \$3.00 pail of Quic-Molt on my Ancona fowls and it surely does the work. Will always in the future use it on my molting fowls.

Respectfully,
W. H. HENCH.

BEATS ANYTHING I EVER TRIED

Dear Sirs: ROCHESTER, OHIO, Sept. 29, 1911.
Find enclosed order for \$3.00, for which send me by next express 25-lb. pail of Quic-Molt. I have used a sample 5-lb. package, and it beats anything I ever tried for molting hens. I have been feeding it just one week, and found in running flock over that my choice layers' new quills are all started. Hereafter I shall never be without it.

Yours sincerely,
V. E. DAVIS.

IF IT IS AS GOOD AS YOUR "QUIC-MOLT"

Dear Sirs: SHIREMANSTOWN, PA., March 22, 1911.
I should like very much to try your Essex-Model Nutrine Chick Salts. If it is as good as your "Quic-Molt" it should be on sale by all dealers.

Respectfully, W. H. HENCH.

MODEL EGG MAKER

To get eggs in the fall and winter when the prices are high the experienced poultryman resorts to many devices to push the backward pullets along to early laying maturity and to stimulate the egg-organs of the yearling fowl. Probably no egg food, condiment, or egg forcer of any nature has been compounded that produces the results that can be secured with the Model Egg Maker. It is a tonic, improving the general health, as well as a stimulant to the egg-organs. It helps the digestion and gives the birds an appetite. Many poultrymen do not realize that it is the amount of food eaten and digested above the amount necessary to supply the physical needs of the bird that is turned into egg production. If the bird does not eat any more than enough to supply the waste of the animal's organs and for fuel to keep her warm, there will be no eggs.

Model Egg Maker may be used with excellent results on the young growing stock. Used in the daily mash it imparts vigor, increases appetite and helps the birds to get the full value of their food by thoroughly digesting it.

PRICES: 42 oz. package by express, at customer's expense, 25c. 25 lb. pail by express, at customer's expense, \$2.00.

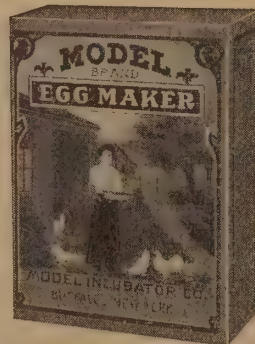
ESSEX-MODEL EGG PRESERVATIVE

One gallon sufficient to keep 70 dozen eggs 10 months.

Essex-Model Egg Preservative is a most dependable and satisfactory preparation for preserving eggs ever offered to poultrymen. It is a non-poisonous, tasteless, colorless, odorless fluid which is ready for use when mixed with boiling water and well cooled. One gallon Essex-Model Egg Preservative makes twelve gallons of solution unequalled for preserving eggs, and will keep 60 to 70 dozen eggs in good eating condition for from six to ten months.

Poultry keepers everywhere are using Essex-Model Egg Preservative to "put down" eggs when they are plenty and cheap to keep until the time of scarcity and high prices in fall and winter. Our Egg Preservative is never sold in bulk. Put up only in one-gallon stone jugs, securely sealed. Complete directions for use are on each label. Eggs from hens not running with males are best for preserving.

PRICE: Essex-Model Egg Preservative, per gallon jug, \$1.00



ESSEX-MODEL LABORATORY SPECIALTIES ARE SUPERIOR

ESSEX-MODEL NUTRINE CHICK SALTS

A Food—Not a Medicine

THE MISSING LINK IN BABY CHICK FEEDING

The chief troubles found in raising baby chicks are **indigestion** and **diarrhoea**. These have caused more losses in the poultry business than all other troubles combined. Then there are other things that make many a breeder wonder why his chicks "hesitate" to grow.

Chicks that are raised on wide range where green stuff and insect life are abundant, grow fast with little or no loss.

Chicks raised on old bare runs or under improper conditions, such as they generally encounter when hatched early without access to good outdoor green runs, do not thrive on the ordinary and commonly offered chick and poultry feeds, **because they are really starving for want of inorganic earth salts**—a necessary ingredient of food. They stand around or huddle together and peep, and finally, because they are weak, get trampled on by those that are larger and stronger. When they get these **earth salts** in their food naturally, as they do on wide range, digestion goes on properly and the chicks grow rapidly and are strong and sturdy.

Nutrine Chick Salts is a concentrated form of these **earth salts**. It builds bone and sinews. It causes the feathers to come evenly and rapidly. It aids **digestion** and **assists in preventing diarrhoea**. It replaces bugs, worms and insects that chicks raised in small enclosures cannot get.

Nutrine Chick Salts furnishes a food that ordinary chick feeds lack. It is a tissue builder—the **missing link** in baby chick raising. It is the **earth salts** that the chicks get under natural conditions. It is just as necessary to chicks in confinement as a good fertilizer is necessary to worn-out soil.

These tissue builders or **earth salts** are reduced to an impalpable powder in our Laboratory and triturated with bone flour, which adds lime for bone formation.

A five-pound package is enough to mix with 100 pounds of mash mixture, or with 50 pounds of beef scrap. It costs but about five cents per week for fifty chicks. Can be used in either wet or dry mash. If you have never tried it the fanciers who have done so have an advantage over you.

Essex-Model Nutrine Chick Salts reduces the death loss, and the chicks thrive and make much better growth on the same amount of food. By using it you have the satisfaction of raising strong, sturdy, heavy-bodied, and well-feathered chicks. This makes Nutrine Chick Salts of special interest to those who raise broilers, as they are looking for quick growth. It is also invaluable to fanciers who want early matured chicks for show; or to those who want their chicks to grow right along without a break.

Many large poultry plants are using Nutrine Chick Salts, for they find it the **missing link in chick feeding**—actually **Life Insurance** for baby chicks. They find they can do far better with it than without it.

PRICES OF ESSEX-MODEL NUTRINE CHICK SALTS

2-lb. package, sufficient for 40 lbs. mash\$0.50 5-lb. package, sufficient for 100 lbs. mash\$1.00

READ WHAT THEY SAY OF NUTRINE CHICK SALTS

A FINE THING FOR GROWING CHICKS

CENTERBURG, O., May 6, 1913.

Gentlemen:—Enclosed find money order for which please send me three 5-lb. packages of "Nutrine Chick Salts." We think it a fine thing for growing chicks. Send immediately as I am about out. Yours in haste, R. J. HAWKINS.

"SO SMALL A DEATH RATE"

EAST BERLIN, PA., April 3, 1913.

Gentlemen:—You may ship me by freight to East Berlin, Adams Co., Pa., 20 5-lb. packages of Essex-Model Nutrine Chick Salts. Ship without delay as it is a great aid in raising chicks. I have so small a death rate when using it as to be almost negligible. Yours truly, JOSEPH ANTHONY.

CHICK SALTS PAYS FOR ITSELF

WESTON, O., March 23, 1913.

Dear Sirs:—The package of Chick Salts that I got a few weeks ago from you has certainly paid for itself. I have 83 chicks and they are doing fine. I will order some more in a few days. Yours truly, EARNA HOFFMAN.

SUPERIOR TO ANYTHING EVER USED

CLIFTON SPRINGS, N. Y., April 7, 1913.

Dear Sirs:—Enclosed find postoffice money order for \$4.35. Please express to my address at earliest date, four 5-lb. packages Nutrine Chick Salts; also one 15-oz. package Model Lice Dust. We used the Chick Salts the past season. They are so much superior to anything we have ever used that we wouldn't feel safe to try to raise chicks this season without them. Yours respectfully, MRS. A. E. LA RUE.

"IT IS THE REAL GOODS"

STERLING, OHIO, May 14, 1913.

Dear Sirs:—Find enclosed \$1.38. Send 5-lb. package Nutrine Chick Salts by parcel post. It is the real goods to raise chicks on in confinement. Very truly, L. B. McDONALD.

"WORTH ITS WEIGHT IN GOLD"

PUTNAM, CONN., Aug. 16, 1910.

Dear Sir:—I have used your Nutrine Chick Salts. It is worth its weight in gold. Have raised every chick hatched with the exception of nine which were accidentally crushed. Very truly yours, LOUIS F. GAREAU.

CHICKS "WERE DYING OFF LIKE RATS"

PENTWATER, MICH., May 12, 1913.

Dear Sirs:—I have used your Nutrine Chick Salts and would not be without it any more. We bought 100 baby chicks, and they were dying off like rats until in looking over your catalogue we read of your Nutrine Chick Salts and decided to try them. As soon as we fed it to them they began to thrive. We cannot praise it too much. Enclosed find \$1.00 in P. O. money order, for which please send me another 5-lb. package. Yours very truly, MRS. K. WELTZ.

PROMINENT FANCIER WELL PLEASED

WASHINGTON, GA., July 1, 1913.

Gentlemen:—Enclosed find \$2.00. Please send me promptly ten pounds Nutrine Chick Salts—for baby chicks. I got a \$1.00 package (5 lbs.) and am well pleased with results. In spite of our hot weather I did not lose a chick hatched, and think the Nutrine Salts put life in them. Very truly, MRS. P. T. CALLAWAY.

Member of
American Poultry Association
Rhode Island Red Club of America
Southern International Poultry Association.

NO WHITE DIARRHOEA—NEARLY 1000 DUCKLINGS AND GOSLINGS

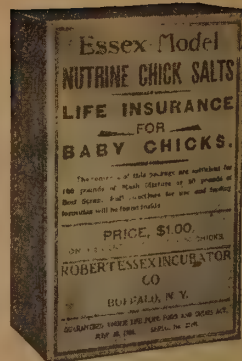
ASHTABULA, O., May 1, 1911.

Dear Sirs:—Our success in poultry raising is in a large measure due to the use of Nutrine Salts. In fairness to you we must write you concerning it. We are now marketing broilers which from the first day have always had access to Nutrine Salts, mixed according to directions with bran and beef scrap. With nearly a thousand chicks, ducklings and goslings on hand, we have yet to find our first case of leg weakness or white diarrhoea. Barring accidents, we are raising practically every chick well hatched, in spite of heavy forcing. Yours truly, REDBROOK POULTRY FARM, H. Earl Johnston, Prop.

CHICK SALTS A GREAT THING

CORTLAND, N. Y., July 18, 1910.

Dear Sir:—From the last hatch we made, we have lost only two chicks since we put them in your Colony Brooder. We used your Nutrine Chick Salts this year, and think they are a great thing to make chicks grow. Our chicks are strong and healthy. Are growing fine now—about two months old and will weigh about one and one-half pounds, and they are White Leghorns at that. Yours truly, C. H. COATS.



ESSEX-MODEL POULTRY SUPPLIES ARE SUPERIOR



DURING the past few years the demand for Standard Poultry Supplies and Appliances of Superior Quality has naturally increased. To meet this demand we have enlarged our already well-equipped Poultry Supply and Laboratory Departments. They are thoroughly down to date and fitted for the exclusive manufacture of essentials to successful poultry keeping. After chicks are successfully hatched they must be economically and rapidly brought to a healthy maturity. Essex-Model Superior Supplies, Appliances and Laboratory Products enable the progressive poultryman to rear strong healthy chicks both easily and rapidly. Witness the testimonials on this and other pages.

PERFECTLY SATISFIED WITH EVERYTHING BOUGHT

Dear Sir: LEWISTON, N. Y., Aug. 1, 1910.
I am perfectly satisfied with everything bought of the Model Company. I am feeding one of your products now with good results. My little chicks grow faster and are healthier when I feed them your Nutrine Chick Salts.

Yours truly,
RALPH W. BROWN.

"MAKES CHICKS HEALTHY AND STRONG"

Dear Sir: MCKEESPORT, PA., July 14, 1910.
My fowls have paid me well and I have found the Model goods are the only goods on the market worth using. I have used Nutrine Chick Salts with the best results and find it makes chicks healthy and strong. Your Egg-maker is the finest I have ever used.

JOHN N. DERSAM.

FOUND LABORATORY PRODUCTS TO BE THE BEST

Gentlemen: Long Island, N. Y., July 29, 1910.
I have used your laboratory products, Lice Dust, Lice Spray, and poultry medicines and found them the best. I have also used Nutrine Chick Salts and have found it improves the health and strength of the chicks and makes them grow with less care. The Model goods are satisfactory and lasting.

Very truly yours,
EUGENE LIBERALI.

"ALL GOODS ENTIRELY SATISFACTORY"

Dear Sir: LYNCHBURG, VA., Aug. 31, 1910.
All the Model goods that I have used have been entirely satisfactory. I have used Lice Dust and Lice Spray with good results. I have also used your Nutrine Chick Salts, and even though I did not follow the directions exactly, and give it a fair trial, still I can see good effect for using it.

Very truly yours,
W. R. CUNNINGHAM.

BEST DISINFECTING EGGS EVER SEEN

Dear Sirs: NAPANOCH, N. Y., Sept. 25, 1911.
Enclosed find 50 cents in stamps, for which please send me one dozen Model Napthalene Nest Eggs. I take this opportunity of saying to you that they are the best disinfecting egg I have ever seen, and that they will last more than a year.

Yours very truly,
B. M. BAILEY.

PRAISE QUALITY OF GOODS

Dear Sir: WEST BERNE, N. Y., April 22, 1909.
I wish to praise the Model goods as to quality, etc. Have 900 chicks which are growing the best of any since I have been in the poultry business.

Yours truly,
GEO. D. SHULTES.

"I BELIEVE IN USING THE BEST"

Dear Sir: LINWOOD, N. J., July 8, 1910.
No one should be without your Nutrine Salts. It has improved the health and strength of my chicks. I believe in using the best poultry supplies on the market to get the best results. Model goods are the best I know.

Respectfully yours,
GEORGE KREBS.

"THIS IS MY FIRST YEAR"

Dear Sir: LORAIN, O., Aug. 1, 1910.
All the Model Poultry Supplies I ever used are very satisfactory. This is my first year but my fowls have done finely. I have proven that a beginner can operate the Model Incubator. They are very easy to understand and work very satisfactorily. In it I hatched 75 good strong chicks out of 93 eggs (which is over 80 per cent.). The finish and appearance of your machine is good and the ventilation and regulation is perfect. Your corrugated thermostat works fine. I recommend your machine to other beginners. They are easy to understand.

Yours truly,
CLIFFORD A. BEMIS.

FINDS REMEDY NO. 4 (DIARRHOEA) SO GOOD

Dear Sirs: SHUSHAN, N. Y., June 10, 1911.
Enclosed find 50 cents in stamps for which send me Essex-Model Remedy No. 4 and Remedy No. 6. I have tried No. 4, and find it so good that I want an extra case on hand.

Yours truly,
MRS. GEO. A. ARMSTRONG.

WELL PLEASED WITH RESULTS—WANTS MORE

Dear Sirs: RENFREW, PA., May 20, 1911.
Enclosed please find \$1.00, for which kindly send me a 5-lb. package of your Nutrine Salts for chicks. Have used your 2-lb. package and am well pleased with results.

Yours truly,
ROY B. DOUTHELT.

EVIDENCE ON THE "WORLD'S BEST HATCHER"

ALL DOWN-TO-DATE—ALL UNASKED FOR

AFTER READING THE FACTS on page 4 you will realize that the following 1913 reports were received under extraordinary circumstances—so extraordinary that they form A RECORD FOR THE "ESSEX-MODELS." These kind customers of ours wrote to us out of pure good-will, without any request from us—not even a postage stamp. They got a sincere "Thank you" for their kindness. With this wonderful EVIDENCE OF QUALITY in its favor The "Essex-Model" Stands Alone as the "WORLD'S BEST HATCHER." These letters are continued from page 4.

"WORLD'S BEST HATCHER"

EAST BRIDGEWATER, MASS., March 13, 1913.

Robert Essex Incubator Company.

Gentlemen:—I want to say right here that the "Standard" Essex-Model is the best hatcher I know of, and when you make the claim for the "World's Best Hatcher" you are not going too far, for it will not only hatch more chickens, but better and bigger ones.

Very truly yours,

GEO. F. ZWICKER.

EVERY HATCH AS GOOD OR BETTER

NORWICH, CONN., May 11, 1913.

Robert Essex Incubator Company.

Dear Sirs:—The Robert Essex Incubators are the best machines on the market, for I set in the month of April and put in 84 eggs and got 78 chicks. Now show me a machine that can do any better, for every hatch I had was as good if not better than that.

I would like one of your catalogues.

Yours truly,

R. E. POWERS.

THE "PROUD POSSESSOR"

HOUSTON, TEXAS, March 22, 1913.

Robert Essex Incubator Company.

Dear Sirs:—As I am the proud possessor of 73 big, fine, healthy, hardy chicks out of 87 eggs from a Robert Essex Incubator which was loaned me by a friend, I am exceedingly anxious to get your catalogue concerning the raising of poultry and showing your line of incubators and brooders.

Yours truly,

C. J. PARKER.

IT'S A PEACH

HELENA, MONT., Jan. 18, 1913.

Robert Essex Incubator Company.

Dear Sirs:—The incubator I bought of you last year is a peach. It will be in our State Poultry Show on the 28th of January—3rd of February, and is set for competition hatch with other machines. I am not afraid of the result.

Yours truly,

G. I. REBOHE.

TRUE TO A HAIR

PONTIAC, MICH., March 31, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I have one of your 120-egg incubators and it runs true to a hair. Also one of your Chick-Comfort Hovers.

Very truly yours,

J. S. MITCHELL.

PRETTY CLOSE TO 100 PER CENT.

FOREST LAWN, CALGARY, ALTA., CANADA, Oct. 27, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I got one of your incubators last year. I had excellent luck with it—100 chicks out of 104 eggs.

Yours truly,

MR. WAGSTAFF.

PLEASED WITH SMALL ONE—WANTS LARGER

SINKING SPRINGS, PA., Jan. 26, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I would like to have your catalogue on Incubators. I have one of your small machines and I would like to see the larger ones. My machine holds 120 eggs. I got 95 chicks out of 105 eggs, and I think I would like to have a larger one.

Yours truly,

JOHN WELLS.

USED TEN YEARS—STILL ON THE JOB

WEST BERNE, N. Y., March 29, 1913.

Robert Essex Incubator Company.

Dear Sirs:—Our Models are doing good reliable work after ten years of use.

Very truly yours,

GEO. D. SHULTES.

ANOTHER TEN-YEAR-OLD

DOUGLAS, WYO., March 29, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I bought an incubator of you some ten years ago and it is as good as new.

Yours truly,

J. H. ESINAY.

16 YEARS OF AGE—NEW AT IT

NORTHVILLE, N. Y., May 13, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I am using one of your "Standard" No. 1 Incubators, and could not ask for any better success than that which I have had, if I am only 16 and never had anything to do with an incubator before.

Truly yours,

WILLARD M. GIFFORD.

RECOMMENDED IT TO NEIGHBORS

MORRISVILLE, PA., May 15, 1913.

Robert Essex Incubator Company.

Dear Sirs:—Your 100-egg machine hatched 79 chicks out of 93 fertile eggs, first hatch, and 86 out of 98 the second hatch. I used all my own eggs from range-fed stock. A short time ago I recommended the Essex-Model to a neighbor who purchased one and 100 of my own eggs. He got 76 chicks out of 99.

Very truly yours,

FRANK H. HIBBS.

IT IS A DANDY

SCHENECTADY, N. Y., March 19, 1913.

Robert Essex Incubator Company.

Dear Sirs:—Book of instructions and catalogue received. Please accept my thanks for same.

The Essex-Model Incubator I bought is a dandy. It maintains the proper temperature with the least attention of any machine that I have noticed.

Yours truly,

NOAH HARRISON.

IT IS A REGULAR THING

BRATTLEBORO, VT., Feb. 27, 1913.

Robert Essex Incubator Company.

Dear Sirs:—I have one of your incubators, 120-egg size. I have had fine hatches with it for two years now, 66 chicks out of 100 eggs being the smallest hatch. I got 87 out of 94—84 from 90—and other hatches about 80%. Please send catalogue of larger sizes.

Yours truly,

R. E. LONGUEIL.

HEALTH FAILING BUT NEARLY MADE A RECORD

DEMING, N. MEX., June 20, 1913.

Robert Essex Incubator Co., Buffalo, N. Y.

Gentlemen:—As my health has been failing me for some time I conceived the idea that the poultry business would be a nice occupation both financially and for health, keeping me outdoors. So just before coming here I purchased one of your 100-egg Incubators from Aggeler & Musser, your Los Angeles agents, and it is with pleasure that I report that out of 100 eggs we now have 98 healthy chicks six days old. I am,

Yours truly,

H. W. ACKLAND.

ESSEX-MODEL INCUBATORS AND BROODERS

NEARLY EVERY EGG HATCHED

EXETER, N. Y., June 15, 1913.

Robert Essex Incubator Company.

Last year I bought a No. 2 Essex-Model Incubator but did not operate it until this year, owing to the lateness of the season. I kept the eggs in a cool place and turned them every other day. The machine was set in an unused kitchen on the ground floor. We ran the machine the first week at 102; 2nd, 103; 3rd, 103½ to 104. Nearly every egg (225 after testing) hatched, and such nice, strong looking chicks. They are four weeks old, and I have only lost one and that was killed accidentally. They are S. C. W. Leghorns. Yours truly, MRS. WM. J. HULL.

FULL VALUE FOR HIS MONEY

CANARSIE, L. I., N. Y., May 5, 1913.

Robert Essex Incubator Company.

Being a breeder of Barred Plymouth Rocks and S. C. White Leghorns, of high quality, I bought some incubators, among which was one of your Essex-Models, 120-egg size. On April 2, 1913, I set the machine, and after testing out had 104 fertile eggs, out of which I hatched 87 chicks, as strong and healthy a lot of birds as I ever saw. This, understand, was the first "Essex" machine I ever used.

This testimonial is entirely unsolicited, and any one who is skeptical as to the truth of this statement is cordially invited to inspect my place, which next year will have room for nothing but Essex machines. All any poultryman requires is full value for his money expended, and I think there would be fewer failures if people could rely upon manufacturers as I shall in the future depend upon Robert H. Essex.

Very truly yours, FREDERICK S. SPENCER.

CHICKS READY FOR BROILERS

FORT WORTH, TEXAS, Feb. 6, 1913.

Robert Essex Incubator Company.

I am having the finest kind of success with my 200-egg Essex-Model. Have the third hatch going. My first chicks are almost ready for broilers. I am well pleased with the incubator. Yours very truly, MRS. J. THOMAS.

NONE MADE TO BEAT IT

PRESTON, MINN., Dec. 25, 1913.

Robert Essex Incubator Company.

Please send me your book, "Making the Most from Poultry." I want an incubator and brooder. Have used the Essex-Model, and I think there is no hatcher made that will beat it.

Yours truly, J. H. GRAYBILL.

FINE, STRONG CHICKENS

AVON, N. Y., March 13, 1913.

Robert Essex Incubator Company.

I bought one of your 110-egg show machines. The first hatch I had bad luck because I broke the thermometer. The next hatch I had 100 fertile eggs and did not test the second time. I got 88 fine, strong chickens.

Yours truly, JOHN ADAMS.

A 15-YEAR-OLD WITHOUT DIRECTIONS

WHITE PLAINS, N. Y., Jan. 8, 1913.

Robert Essex Incubator Company.

I bought one of your incubators second-hand, and the man I bought it from used it very little. I am only 15 years old, and never was near an incubator before. When I bought the machine I didn't get any directions with it, so I ran it the best I could. I set 44 eggs and got 34 fine chicks. I think this good as I had no directions.

Yours, ERNEST SONBERG.

RELIABLE AND EASY TO OPERATE

COXSACKIE, N. Y., April 19, 1913.

Robert Essex Incubator Company.

Please send me a copy of your 1913 catalogue as I should like to see the different Models for 1913. Last spring we purchased one of your New Homestead Essex-Model Hot Water Incubators, and we find it is a reliable and easy machine to operate and we have had very good results from it.

Yours very truly, CLARENCE E. WHITMORE.

This Year's Poultry Work (Continued from page 96)

have a garden, try to find room for some mangels and cabbages for next winter's use. Sell your surplus cockerels now, unless you intend selling them as breeders later on. Your old birds should have attention. Cull your flock carefully. Dispose of all except those wanted for next year's breeders. It don't pay to keep old hens after they slack off laying. Dressed off nicely they will sell readily for stewing. All your old hens for market should be cleared out now. Keep on dusting your chicks and old fowls with Essex-Model Lice Dust; and spray the walls, coops, nests and roosts. Start your hens on the way to molt—that is, those you intend keeping. Write for our little circular on "Quic-Molt." This is the month to get them started molting if you want eggs next winter.

AUGUST

Clean and disinfect thoroughly all brooders, small founts, etc., that you are through with, and put away carefully under shelter, ready for next season's work. Separate the pullets from the cockerels if you have not done so.

If your hens are not molting quick enough you must get to work on them or—"good-bye" winter layers. This means dollars to you. Read how to attend to them in our little free Quic-Molt circular. You must not put it off any longer.

Avoid gapes by using fresh runs. Lime old runs heavily, and spade or plow them up.

SEPTEMBER

You will have to commence now to plan for winter, although the days are fine and warm. Have you enough room for your pullets? If you are on a rented place, portable houses will be found best when enlarging your equipment, as they are easily moved without loss. You need all the house room you can get now. Make your old buildings wind and weather proof. Put new curtains on your scratch sheds. Whitewash all houses, after spraying them with Lice-Spray to disinfect and kill any lice and mite eggs. Fill up a barrel or two with dry earth or road dust for a winter dusting box. A few good portable houses ready ahead of the fall cold rains will prevent colds and roup. Don't let your chicks crowd at night; teach them to roost. Bring them in now and don't let them roost in the trees any longer. Don't forget to use lice-killing roost supports.

Eggs are going up in price now, and you are able to decide whether you hatched your chicks early enough. They should be starting to lay. If they are not laying, feed them a little Egg-Maker.

Put leg-bands on all the birds so that you will know how they are bred. Look at the punch marks you gave them when young, and use numbered leg-bands to keep track of them.

OCTOBER

The days are commencing to get short and the nights cold. Your pullets by this time should be in winter quarters and some of them laying. Provide plenty of roosting room so that the birds won't fight for a place to roost. Don't overcrowd. Clean and disinfect nests, and put in nice fresh nesting material. Put fresh scratching material in the pens. Oat or wheat straw is the best. Dry leaves are good but break up quickly and have to be renewed often. Dig your mangels, beet and other root crops. Pull your cabbage, and put all where they won't freeze. Take an inventory of pullets. How near did you come to the number you figured on? Did you hatch them early enough? Are they laying? Make note of it for next year. How are your hens? Are they through the molt? Did you get that little "QUIC-MOLT" circular? You can tell now whether you got the hens molting quick enough. If you did not, then make note for next year.

Have you put leg-bands on all your birds yet?

If any of your flock have colds or roup or chicken-pox, get to work on them quickly. See article on Health and Disease. Stop the colds short, and save trouble.

NOVEMBER

Your pullets should be laying well by this time. Eggs have been high and scarce for months. The daily ration should be a little good scratch grain in the litter in the morning to induce exercise; dry mash in hoppers before them all day, and a liberal allowance of scratch grain at night. Feed early in the evening so that they can get a good crop full before dark. Hang up a cabbage or a mangel split in half for them to peck at. Keep charcoal, shell and grit compartments in your boxes filled up. Feed some beef scrap or bone. A little "Egg-Maker" will get them started. If they get a good start they will keep going.

See that everything is fixed for the birds' comfort during a long winter in the houses. That does not mean that you should provide artificial heat. They are better without it. Fresh air is good. Keep them scratching to keep warm. If you have colds in your flock now, you'd better kill them or cure them. Don't let them get worse. See Health and Disease article on another page.

DECEMBER

With the birds all safely housed there is not much to do this month except the daily chore of feeding and watering. Keep the nests clean. Gather the eggs several times daily so they won't freeze and crack. Clean the droppings boards frequently and sprinkle them with coal ashes as an absorbent. Save all droppings under cover for next summer's garden.

You often wonder what to give your friends for Christmas. A dozen new-laid eggs nicely boxed with a bit of evergreen worked in, will be very pleasing.

FROM MAINE TO CALIFORNIA

EAST or West, North or South, this superior Incubator wins out. It hatches more and stronger chicks than any other Incubator; and it is in Big Hatches and Strong Chicks that the profit lies. Read the reports given below. They tell of wonderful success in hatching all over the country. We have printed as many reports as we can afford space for, believing the evidence presented will be sufficient for your requirements. On other pages will be found additional splendid reports telling that not only do the users get big hatches, but that the chicks are strong; that the machines are most simple to operate, by men and women, beginners as well as experts; that they are reliable and durable; and that in construction they excel. It pays to buy the best, and the Essex-Model is from every point of view the Incubator of Quality—The World's Best Hatcher.

OVER 90 PER CENT.; FOUR HATCHES IN MAINE

Dear Sir:

NORWAY, ME.

I am familiar with your incubators as I have been running five for three or four years with the customary success. Last year when eggs were not hatching too well we drew four hatches 90% and over, the first being 94.6%. There may be better incubators built, but I don't want them. It is always a pleasure to tell inquirers that there is but one machine made.

Very truly yours,
WM. W. HOLT.

OVER 94 PER CENT. IN ALABAMA

Dear Sir:

JASPER, ALA.

I have just taken off a hatch from my Model Incubator, of White Wyandottes, and want to tell you about it. Out of 101 eggs, I got 95 chicks, which is a little over 94 per cent. and which I think is a remarkable hatch. The chicks are just as lively as can be and when I put them in the brooder they went to scratching in the sand as if they had been there before. Allow me to congratulate you on your skill in perfecting an incubator that delivers the goods. With best wishes,

Yours truly,
R. LONG.

97 PER CENT. IN TENNESSEE

Dear Sirs:

MEMPHIS, TENN.

I am operating one of your 150-egg machines with much success. At the time I set the machine I was only able to secure 50 Rhode Island eggs. Out of this number 17 were not placed in the machine. I am glad to say that I have hatched 32 chicks out of the remaining 33 eggs.

Yours truly,
C. B. NELSON.

89 PER CENT., 92 PER CENT., 91 PER CENT. IN MONTANA

Dear Sir:

GARRISON, MONT., Sept. 22, 1910.

We have used the "Model" Incubator for three hatches this spring, and found it very satisfactory, requiring very little attention. Out of 118 eggs we brought off 105 strong healthy chicks. The second hatch of 104 eggs brought 96 chicks; and in the third hatch out of 94 eggs we brought off 86 chicks. We were using the eggs from 20 hens and did not especially select them for hatching purposes. A number of the eggs were over a week old when put in the machine. I consider that the incubator proved to be everything that you claim for it. It certainly requires very little attention except to fill the lamp once a day. The chicks it hatches are the strongest I ever saw, and were raised with almost no loss.

Yours very truly, W. W. CASE.

AVERAGED 90 PER CENT. IN OHIO

Dear Sir:

TOLEDO, C.

I have one of your No. O Models. No one after seeing your machine work would think of buying any other machine. On an average for last year I hatched 90 per cent.

Very truly yours, BERNARD KIRBY.

95 1/2 PER CENT. IN CALIFORNIA

Dear Sir:

IRVINGTON, CAL., Feb. 28, 1908.

We are running three 360-egg size Model machines, and get very satisfactory hatches. I took off 345 chicks from one of them today.

W. E. EDWARDS.

95 PER CENT. AT FIRST TRY IN TEXAS

Dear Sir:

CORSICANA, TEX.

I have owned one of your machines for a good while and have found it perfect in almost all points. I got 97 chicks out of 102 untested eggs the first time I run it.

Yours truly,
AUGUST MAYS.

85 TO 98 PER CENT. IN ALABAMA

Gentlemen:

MONTGOMERY, ALA., April 15, 1910.

I am using the Model Standard Incubator and have brought out five hatches to date averaging 85 to 98 per cent. and I don't believe any machine on the market can beat that. I am very much pleased with the Model which has brought me several hundred White Wyandotte chicks, strong, healthy and vigorous.

R. L. TODD.

95 PER CENT. IN OHIO

Dear Sir:

GREENWICH, O.

We have your Standard Incubators. Anybody of ordinary ability should be able to operate them. We have also used your Brooder with exceptionally good results. We bought the incubators five years ago and they hatch as good as ever. We have hatched 95 per cent. of the eggs put in the machine. We have hatched 250 chickens out of 262 eggs. They have always grown fast enough—fast enough to suit anybody. In general construction the Model Incubator beats them all, just as it does in hatching, and we have had two other makes during two years. Its regulation and ventilation is perfect. We can recommend your machines with a clear conscience. Both your incubators and brooders have beaten all others and so we have discarded all but the Model.

Very truly yours,
J. M. MARVIN.

95 PER CENT. IN NEW YORK

Dear Sir:

CALICOON, N. Y.

I am using a Standard Model Incubator and Colony Brooder. A beginner can operate them with success. I have hatched 95 per cent. of the fertile eggs and the chicks have grown to my satisfaction as I have raised from 95 to 98 per cent. of them. They weighed two and one-half pounds at 12 weeks old. The Essex thermostat in your Standard Model Incubator regulates the temperature to a fraction of a degree. My fowls have paid better than ever before.

Very truly yours,
CHRISTIAN MAURER.

FROM MAINE TO CALIFORNIA

99 PER CENT. IN INDIANA

Dear Sir: SELLERSBURG, IND.
I take pleasure in advising you that I purchased one of your 70-egg Model Incubators and Brooders early this spring, and nine days after setting the machine we tested out six infertile eggs. Out of 64 eggs the machine hatched out 63 fine large healthy chicks. Can this be beat?

Yours truly,
L. F. HOUSE.

EVERY ONE 90 PER CENT. IN MASSACHUSETTS

Dear Sir: PORTSMOUTH, MASS.
Last spring I went to New Bedford and bought four Model Incubators. I set all of them at the same time, March 25th. Every one of them hatched 90 per cent. They are the best incubators I ever saw, although I have seen a good many makes. You have them all beat on the incubator line.

Yours truly,
OSCAR E. GIFFORD.

99 PER CENT. IN MISSOURI

Dear Sir: CONVERSE, MO.
I set the 150-egg Model only once last year—152 eggs. One infertile egg tested out. The remaining 151 eggs gave me 150 as fine, heavy fat-footed, round-eyed little White Leghorns as you ever saw. The germ in the other egg had died about the 18th day. I raised every one of the 150 remarkable chicks.

Very truly yours,
H. H. STRATFORD.

93 PER CENT. IN NEW JERSEY

Dear Sir: SKILLMAN, N. J.
I have just taken 174 chickens from the machine I purchased of you last spring from 185 fertile eggs; which I think is good enough for anybody. Wishing you success, I remain,

Yours truly,
D. S. BLACKWELL.

90 PER CENT. IN VIRGINIA

Dear Sir: RICHMOND, VA.
The Model Incubators hatched about 90 per cent. of fertile eggs placed in the machine during the months of January and February. I am very much pleased with the Model Brooders. They are certainly the best thing of the kind that I have ever tried. I used them last winter when the weather was very cold and had no trouble to get the heat required.

Yours truly,
T. W. JONES.

93 PER CENT. IN NEW YORK

Dear Sir: BLODGETTS MILLS, N. Y.
My No. 1 Model Incubator is a perfect machine. It gave me 98 chicks from 104 fertile eggs. Can that be beat by hens? I guess not. And my eggs are the Black Minorcas, which are the hardest to hatch. I will get another machine next season.

Very respectfully yours,
FRANK K. HUNT.

96 PER CENT. IN VIRGINIA

My dear Sir: CARTERSVILLE, VA.
I have used Model Incubators two years and have yet to make the first failure in hatching. Some of my hatchings I think have been rather above the ordinary; for instance, from 228 eggs I have gotten 220 healthy chicks. I have never heard of any better hatching.

Yours truly,
E. J. HARRISON.

93, 98 AND 89 PER CENT. IN LONG ISLAND

Dear Sir: IDLEWOOD, WEST NECK, HUNTINGTON, L. I., N. Y.
I showed the people here how to hatch chickens in the new Model. 218 chicks from 234 eggs, 93%; 208 chicks from 212 fertile eggs, 98%; 198 chicks from 222 eggs, 89%.

Yours respectfully,
D. F. GERALD, SUPT.

98 PER CENT. IN OKLAHOMA

Dear Sir: GUYNON, OKLA.
The Model Incubators purchased of you two years ago have given entire satisfaction, and have had hatches of 98 per cent. of fertile eggs.

Yours very truly,
W. E. COPE.

95 PER CENT. IN WISCONSIN

Dear Sir: CAMPBELLEPORT, WIS.
The old Model that has been going for four years is knocking the socks off all the other kinds out here. Only yesterday I took out 186 little chicks out of 195 eggs. Don't you think that was a very good record? Some of my neighbors bought a Hatcher, but they are very sorry now. They put 265 eggs in and got 40 little chicks, so I think it will teach them a lesson that the Model stands supreme.

Yours truly,
JACOB SCHROTTEN.

61 CHICKS FROM 76 UNTESTED EGGS

Dear Sir: RICHMOND, VA.
I am well pleased with the No. O Model Incubator purchased of you two years ago. Last January I succeeded in hatching 61 strong chicks from 76 untested eggs. No moisture whatsoever was added. The regulator is the most sensitive I ever saw. Wishing you many sales for the coming season, I beg to remain,

Very truly yours,
ROBERT S. WILLIAMS.

94 1/2 AND 95 PER CENT. IN OKLAHOMA

Dear Sir: MARELLA, OKLA.
I have had large hatches out of the Model Incubators; got 218 chicks out of 231 fertile eggs, and 322 out of 338 fertile eggs. The incubators have the best regulator of any I have seen, in fact they give no trouble at all. The chicks are strong and healthy and the brooders do excellent work in the coldest weather.

Respectfully yours,
WILLIAM AX.

FOUR HATCHES 80 PER CENT. IN ILLINOIS

Dear Sir: LINCOLN, ILL.
I have used the Model Incubator for five years, and think it the only machine. In four consecutive hatches I succeeded in getting 80 per cent. live chicks from all eggs in the machine at the start without testing the eggs, and there was not a single cripple in the lot. I shall continue putting in a good word for them as I always have.

Yours very truly,
O. F. MITTENDORFF.

"SOME PEOPLE WOULD NOT BELIEVE IT"

Dear Sir: BOOTHWYN, PA.
I have my incubator in a room (not the best place in the world) and I had a splendid hatch. When I showed my partner he said that if you told some people they would not believe it. I hatched 85% of the fertile eggs. I have had several makes of machines but I must say that I have never had as good a one as the Model, and I now am recommending it with my experience to be the best on the market. I will let you know later on how the brooder does. The chickens have been in four days and I never saw a livelier lot. I must close, wishing you continued success. I remain,

Yours truly,
A. S. HOYT.

NEVER GOT LESS THAN 86 PER CENT.

Gentlemen: NIAGARA FALLS, N. Y.
Have run one of your No. O Model Incubators for four years and it has always proved satisfactory. This year I started sixty eggs, eight not fertile, and I got 45 fine chicks. This is as poor a hatch as I have ever had.

S. P. MITCHELL.

FISHELTON

U. R. FISHEL, Originator

The Home of Fishel's
WHITE PLYMOUTH ROCKS

**THE BEST
IN THE WORLD**

120 Acres Devoted to the One Breed

The Largest Specialty Poultry Farm in the World

HOPE, INDIANA

DUCKLINGS STRONG AS THOSE HATCHED UNDER HENS

Robert Essex Incubator Co., Buffalo, N. Y.

Hope, Ind., July 10, 1911.

Dear Sirs: I have been wanting to write you regarding the success we had with your Incubator in hatching White Runner Ducks. I am pleased to say we got the best of hatches, and the ducklings were as strong as those hatched under hens; so you can always recommend the Essex-Model machine as a good duck hatcher. I beg to remain,

Yours very respectfully,

U. R. FISHEL.

80 PER CENT. DUCKS HATCHED

Dear Sir: Mt. GILEAD, O., July 25, 1910.

I have hatched some chicks in your Model Incubator that are going to be winners, and broilers that have brought me 35 cents a pound. A beginner could operate your incubator satisfactorily. My average hatch has been about 75 per cent. In one hatch I put in 100 eggs, tested out 13, leaving 87 fertile eggs in the machine, and I hatched 80, giving me a 92 per cent. hatch, and I have raised every one of them. I also hatched 40 ducks from 50 eggs. (80 per cent. is a great hatch for ducks.) There are no better Poultry Supplies than yours.

Very truly yours,

C. J. VAN BRIMER.

70 PER CENT. DUCKS

Dear Sir: COPLEY, O., Nov. 13, 1908.

My first hatch with the Model was on duck eggs, which gave about a 70 per cent. hatch; the next was a 90 per cent. hatch of White Leghorns. I lost only one duck.

Yours truly,

P. S. MOORE.

79 PER CENT. DUCKS

Dear Sir: WARWICK, N. Y.

My expectations from the Model have been more than realized. We had chickens galore from the No. 1, 150-egg Model, and raised them from broilers to roasters. We put in the equipment as one of the proper adjuncts to a country place, and the Model has given pleasure and profit. The duck hatch was especially fine—79 ducks from 100 eggs. The Model outfit is all right.

Very truly yours,

J. M. FULLERS.



Part of the flock of White Runner Ducks hatched in an Essex-Model Incubator by Mr. U. R. Fishel, Hope, Indiana. (See letter above)

"A GOOD HATCH OF DUCKS"

Dear Sir:

I bought one of your Models last fall (250-egg) and have it set in my cellar with four ———. Have taken one good hatch of ducks from it about a week ago and like it well enough to buy more. It surely keeps an even temperature, not varying one-fourth degree in five or six days. I am going to buy more machines later in the season. They will be Models.

SOUTH DAYTON, N. Y., April 9, 1907.

Respectfully yours,

A. L. BALL,

The "Essex-Model" in Competition with Many Other Makes

Not One Hatch Only—Not One Incubator Only, but Hatch after Hatch with Many Incubators the "Essex-Model" Excels. The evidence on this page from users proves that you can rely upon the "Essex-Models" at all times. There is a big difference in Incubators, as these letters prove, and as Success in poultry raising begins with Success in Hatching Strong Healthy Chicks, do you not think it advisable while you have these proofs in mind to make sure of getting the one that Excels all others—the "Essex-Model Incubator of Quality."

20 YEARS WITH INCUBATORS FINDS ESSEX-MODEL BEST

WILBER BROTHERS

A. M. WILBER, Proprietor

CLEVELAND, TENN.

Originators. Special Breeders and Shippers of Wilber's Bred-to-Lay-and-Win Single-Comb White Leghorns

Robert Essex Incubator Co., Buffalo, N. Y.

CLEVELAND, TENN., Sept. 9, 1911.

Gentlemen: We put your Essex-Model Incubator in on trial, and soon found it to be the best Incubator in our Big Hatchery. For 20 long years we have been breeding S. C. White Leghorns, hatched by the thousands in the standard hatcheries of this country, but have found your Incubator the best machine of all, hatching as many as 95 strong, vigorous chicks out of 100. A child of 10 years could handle your incubator, and we are pleased to know that although it is at the top in quality, it does not take the earth to buy it.

With every good wish, we beg to remain,

Yours truly,

WILBER BROTHERS.

40,000 CHICKS—25 ESSEX-MODELS AND 3 OF OTHER MAKES

LYONS, N. Y., Nov. 8, 1911

Robert Essex Incubator Co., Buffalo, N. Y.

Dear Sirs: When you know the amount of business we do in the course of a year, you will not wonder that we are extraordinarily pleased with the success we have had in operating your Incubators.

We have 15 of your "Standard" No. 3 Incubators and 10 of your "Middle-Price" machines, also 3 Incubators of other makes. This year we have hatched and delivered to the Express Company from our own yards, 40,000 day-old chicks—S. C. White and Brown Leghorns and White and Barred Plymouth Rocks.

What would have happened had we bought poor machines I am afraid to consider. The difference between good and bad incubators makes for success or failure in the poultry business.

You will readily see I cannot afford to take chances with any other make of machine. The "Essex-Models" hatched the best percentage of any incubators we ever used, and I am more than pleased with them. It seems an impossibility to make better Incubators than you already have; yet I have heard you are making still further improvements on your 1912 machines. Please let me hear all about it if that is so.

Thanking you for your prompt attention to our requirements, I am, Yours very truly,

DEROY TAYLOR.

"ME FOR THE ESSEX-MODEL"

BROOKLYN, N. Y., Oct. 16, 1911.

Gentlemen:

I have two of your machines and one of another make, and I must say—me for the "Essex-Model."

Yours truly, HARRY C. SMITH.

OTHER MAKE DID NOT TALLY IN RESULTS

Morgandale Egg Farm,

LEMONT, ILL., Oct. 7, 1911.

Gentlemen:

Your Incubators have been in use on this farm during the season of 1911, and I am pleased to say that the results have been very gratifying. We had one hatch of 93 per cent. of the fertile eggs—and three or four other hatches that were about 90 per cent. We used in the same cellar beside these machines an incubator of another make, which did not tally in results at any time with the Essex-Models. We should not at any price expect to find or care for a machine that is more dependable than your Essex-Model.

Very truly yours,

JESSE E. MORGAN.

"AFTER TRYING OTHER MAKES"

Gentlemen:

PALMYRA, ILL., Aug. 25, 1910.

After trying other makes of Incubators I decided to try a Model, which proved to be the only success of all I tried. We now use 3 Models and 2 Colony Brooders. You have always been in the front row.

Yours truly, L. E. BIVIN.

COMPARED WITH TWO OTHER MAKES

Sunny Knoll Poultry Farm,

WILSON, N. Y., Jan. 30, 1911.

Dear Sirs: The Essex-Model Incubators we bought have given us complete satisfaction. Our smallest hatches were 80 per cent., and largest 92 per cent. We have had opportunity to compare these machines with two other leading makes, under exactly the same conditions—side by side. We find that your machines produced larger, stronger, and more livable chicks than its competitors.

We are using four of the No. 3 Incubators, and shall want more next spring.

Very respectfully,

B. A. ROBINSON & SON.

OPERATED TWO OTHER MAKES

Dear Sirs:

COOPERSTOWN, N. Y., April 9, 1911.

Although I have operated two other makes of incubators, I find that the one I received from you is far superior. In the future, all incubators I use will be of your make.

Sincerely yours,

G. W. VAN HORNE.



Photo by Harry F. Green, Nashville, Tenn.

Indian Runner Ducks Hatched in the "Essex-Model" by the Munnimaker Poultry Farm, Normandy, Tenn.

USED LOTS OF DIFFERENT MAKES

THE MUNNIMAKER POULTRY FARM

WHITE ORPINGTONS

FAWN AND WHITE, PENCILLED AND WHITE RUNNERS

Robert Essex Incubator Co., Buffalo, N. Y.

NORMANDY, TENN., Oct. 30, 1911.

Dear Sirs: We have used lots of different makes of Incubators, both hot-water and hot-air, but we have yet to find in all the various makes that we have used a better one or a more dependable machine than that made by the Robert Essex Incubator Co. We find the Essex-Model machines make good hatches where other machines would utterly fail. They will certainly do their part if the operator will halfway do his. They will hatch every hatchable egg that is put into them. They require less attention and use less oil than any other machine we know of. They run as regular as clock work, and are as near fire proof as any we have ever seen or used. Take them all in all they are in our opinion the one machine for dependable use, especially for the amateur who knows little or nothing about the handling of an incubator. We only wish that each buyer could be shown positively the superior merits of these machines.

Sincerely yours,

MUNNIMAKER POULTRY FARM.

THE YEAR'S POULTRY WORK—MONTH BY MONTH

It is necessary when engaged in business to look and plan ahead if one expects to be successful; and so it is in the Poultry Business. The planning of buildings; the deciding of how many chicks you wish to hatch; the checking up of your hens' egg records so that you may make up your breeding pens to improve your laying stock by breeding from your good layers; the purchase of new equipment for hatching and brooding, etc., etc.; all must be done in advance should one expect to get the best results and the biggest profits, with the smallest outlay of time and money; and more than all—to avoid losses.

To assist you to be successful by exercising such foresight, we have outlined some of the most important things to be done—month by month. These suggestions will have to be carried out with due regard to necessary variations in individual cases. The months in which work is to be done will also vary according to the latitude and climate. It depends whether you are in the South or North; still you will find the month's reminder to hold good if you advance or delay the work according to your location and climate. These monthly suggestions are based on about the latitude of Boston, Buffalo and Chicago. Allow about ten days time for each 100 miles of latitude, north or south of that line.

JANUARY

This is the month when the sun begins to return again in earnest. Although some of our coldest days and hardest winter storms are experienced in January, the layers feel the influence of the lighter and longer days. The pullets will increase in egg production, and the old hens will commence to give you a few eggs just to show they haven't forgotten how.

If you have not already done so, mate up your breeding pens. Hens and pullets should be kept separate, as the pullets will stand heavier feeding than the hens. Don't overfeed old hens. Simply feed enough to keep them in good condition—not too fat—so your hatching eggs will be good and fertile.

This month you will want to decide on what new equipment you need if you have not done so. Remember that next to your breeding stock, your incubator is the most important. Much of your care in mating and attending to your stock will be lost if you buy a cheap, poorly constructed machine. The best is the cheapest. A few chicks more out of each hatch will soon equal in value the difference in price between the best and poorest incubator, to say nothing of the better and stronger chicks a good one will hatch for you.

Resolve that this year, if you are not already doing it, you will keep a record of receipts and expenditures. Credit your flock with all eggs used in the home, also all birds killed and dressed for home use, at fair market prices, as well as those sold. Charge the flock with all feed, equipment, etc., used. Take an inventory of birds at fair prices. Charge value of eggs used for incubating, etc., etc., and then next December, by taking an account of stock on hand, you will know just what your birds have earned for you.

Begin your hatching of the larger breeds this month.

FEBRUARY

This is the month when you will have to start hatching in earnest if you want chicks that will lay in the fall, and supply you with eggs when they are high in price. Eggs will not be so fertile now as later on, but if you have taken good care of your breeders, providing exercise and green stuff, such as sprouted oats which add much to the vigor of the birds, you will have a fair percentage of fertile eggs, and later on will be well repaid for the trouble of getting out early hatches.

Be sure that the place where you run your incubator is free from decaying vegetables, and that there is no foul litter lying about. Good ventilation without drafts is necessary so that the incubator may be supplied with fresh, pure air. Much of the strength and vitality of the chicks depends on the condition under which the incubator is run. Make these conditions right. Attend to the incubator at a stated time. Be regular in filling the lamp, and turning and cooling the eggs.

Have a good brooder ready for the chicks. If you are using an outdoor brooder, place it under a shelter if convenient, such as a wagon shed or in a coop or building. A good outdoor brooder can be operated outside, but if it is under cover you will find it much more comfortable in caring for the chicks. This will also enable you to give the chicks a chance to exercise on the ground or earth floor much earlier than if outside where winter storms will keep them in day after day, unless you have a covered run.

Hatch broilers this month. Leghorns hatched this month make good broilers at the high April and May prices. Toe-mark your chicks with an Essex-Model Poultry Punch, especially those hatched from eggs laid by your best birds.

MARCH

In most sections of the country this is a good month for hatching. Slow maturing Asiatics, and also many of the American breeds, must be hatched early this month, or before, if you want them to be busy laying in the fall when eggs are a good price. Eggs you started in February are hatching now, and your breeders should be shelling out more and better fertilized eggs than they did last month. Keep them busy and in good condition, as these spring months are important, and once they are past they don't return till next year. You cannot afford to await the pleasure of sitting hens if you want early chicks. Set all the eggs you can this month even if you have to buy another incubator. Early chicks pay best.

Watch your chicks carefully. Feed them sparingly but often. Give them plenty of fresh air and exercise. Don't make

"hot house plants" of them. Don't let them get stunted or stop growing. Keep the brooders and hovers clean and disinfected. Change the litter often. Scatter granulated chick food in litter to induce exercise. Alfalfa, finely cut, or sweepings from the bottom of the hay mow, make good bedding if renewed frequently. Keep the chicks warm. Don't think you can raise them at this time of year without warm brooders. Don't forget fine grit, charcoal, and fresh pure water. Keep a dry mash before them (in a suitable feeder) with which mix a little Essex-Model Nutrine Chick Salts—a wonderful aid to successful chick-raising. If the weather is fine let the chicks run out every day after they are a week old. Give small run at first so they can easily find their way back to the warmth of the brooder. There is still time to hatch broilers for the high prices of May and June. Don't forget to toe-mark your chicks with a poultry punch.

APRIL

This month your layers will probably be doing their best, and eggs will be plentiful, and hatch better. Keep your incubators going. April chicks are valuable, especially Plymouth Rocks, Wyandottes and other breeds of that size. Disinfect your incubators after each hatch with Essex-Model Disinfectant. Do the same to your brooders frequently. Look out for lice. Although hatched in a machine, chicks get lice sometimes from dirty old brooders. Sow oats, or any other quick growing crop in the runs to keep the ground sweet. Don't let chicks run with old birds. Keep all of same age together, or you will find the older ones will get most of the feed. Mark your chicks with a good poultry punch. Put the chicks in colony houses, with free range if possible, when they are six to eight weeks old. Be sure they get enough feed the last meal at night—all they will eat. Place their feed and water in clean galvanized iron founts and hoppers.

MAY

Now you should commence to have really fine weather, and the chicks that you have hatched in March and April will show rapid progress. This month you can hatch Leghorns for layers if you have not already done so. Leghorn cockerels that are now 10 to 12 weeks old make nice broilers. You should separate them from the young pullets. They grow better. Market all the cockerels you feel you can spare, reserving a few of the choicest specimens for breeders, or for show birds. You get more money at the market for a little cockerel now than you would get for the same bird, although bigger, a few months later. Cockerels of the American breeds also make nice broilers, and they should be disposed of in the same manner, unless you wish to save them especially to caponize. Keep cockerels of Asiatic breeds and caponize them as soon as they are old enough, for they make splendid fall and winter roasters.

See how near you have come to the number of chicks you wish to raise, and hurry to take advantage of this real good incubating month.

Figure on shade for the growing stock now. Next month will be hot. If you have no trees or bushes in the runs, get a "Peep-O-Day" Colony House. It will come in fine. It is shaded in the outer run.

Divide your runs if they are large enough and plant half at a time to provide green stuff. Lawn clippings, lettuce leaves, etc., make good green stuff. Give the chicks plenty.

As soon as you have all the eggs for hatching you want, take the males from the breeding pens so as to have sterile eggs for market purposes. Grade all such eggs carefully. Wipe the soiled ones. If selling direct to home trade, grade the eggs carefully, putting them in neat boxes, separating white from brown eggs, and you can easily get a premium of five cents per dozen, or more, for neat, attractively put up eggs.

Do not forget that your laying stock will want green feed in the summer. You can now commence to reduce the amount of corn in the scratch mixture. The weather is getting warmer, and corn is heating.

Put down a few dozen eggs now for your own use in the fall when eggs are scarce and high priced; but be sure they are new laid and have not been laying in the nests long. You can keep them a few days in a cool cellar, but it is better to put the Egg Preservative on them and fill up the barrel as you get the eggs. Try a gallon of Egg Preservative. It keeps eggs fresh and sweet.

JUNE

Keep on caring for the growing stock as in the previous months' suggestions. Don't forget that cleanliness in brooders and runs is absolutely necessary for best results. Watch for any sign of bowel trouble. See if the droppings are firm and of good color. Use Essex-Model Remedy No. 4 in drinking water at first signs of trouble of this kind.

Dispose of the surplus cockerels as soon as they are large enough, reserving a few only of the most promising ones. Disinfect your roosting quarters at least every week. Spray with Essex-Model Liquid Lice Killer freely. Warm weather brings lice and mites in large numbers. Keep them down and save trouble and stunted chicks. Clean your scratch sheds of all old litter. It will form fine fertilizing material, spaded or plowed in your garden. Sell your market hens now. Don't wait for them to start molting. Nutrine Chick Salts is helpful to the young stock, now the grass is getting dried out.

JULY

Your early chicks should be of good size now, and should show the results of your care and attention. If they do not grow to your satisfaction try feeding a little Nutrine Chick Salts. Separate the pullets from the cockerels. See that they have plenty of shade and fresh cool water. Don't stint them on green stuff. If you

(Continued on page 91.)

PARCEL POST MAIL-ORDER LIST

This list is given here only to help you figure out the cost of mailing by Parcel Post, delivered at your door. The prices on these goods will be found on the various pages of the catalogue, which pages are given below.

All articles in this book which do not appear on this list are not mailable by Parcel Post, but will be shipped by Express or Freight.

When ordering any of these items (excepting those marked postpaid), add to the catalogue price the amount of postage, and we will pack carefully and mail them promptly. For prices see catalogue pages given below.

Your Postmaster will be glad to tell you the postage from Buffalo or New York City to your home, if you tell him the weights of the articles as given below:

Page 71 in Catalogue

- Burners, postpaid.
- Burlaps, postpaid.
- Cloth, Enameled, postpaid.
- Egg Trays, small, 3 lbs. each.
- Egg Trays, medium, 4 lbs. each.
- Egg Trays, large, 4 lbs. each.
- Felts, postpaid.
- Brooder Chimney, 1 lb. each.
- Smoke Stack, 2 lbs. each.
- Lamp Bowl and Burner for A Brooder, 4 lbs. each.
- Legs, Incubator, small, 1 lb. each; 3 lbs. per set.
medium, 2 lbs. each; 5 lbs. per set.
large, 3 lbs. each; 7 lbs. per set.
- Lamp Bracket, 2 lbs. each.
- Lamp Wicks, postpaid.
- Regulator Parts, 1 lb. each.
- Thermostat, small, 2 lbs. each.
large, 3 lbs. each.
- Regulating Device, complete, small, 4 lbs. each.
large, 5 lbs. each.

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- Thermometers, postpaid.
- Hygrometers, postpaid.
- Adjustable Thermometer and Hanger, postpaid.
- Moisture Pad and Pan, 2 lbs. each.

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- Galvanized Iron Drink Founts:
 - small, 1 lb. each; medium, 2 lbs. each;
 - large, 3 lbs. each; extra large, 3 lbs. each.
- Wall Founts: 1 qt., 1 lb. each;
1 gal., 3 lbs. each;
2 gal., 4 lbs. each.
- Camel Back Feeders, 1 lb. each.
- Feed Troughs: special, 1 lb. each; small, 2 lbs. each;
medium, 3 lbs. each; large, 5 lbs. each.

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- Security Food Hoppers, 6 lbs. each.
- Economic Food Hoppers, 4 lbs. each.
- Canfield Drinking Cup, 1 lb. each.
- Dry Food Hopper, 4 lbs. each.
- Grit and Shell Box, 3 lbs. each.
- Small Grit and Shell Box, 2 lbs. each.

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- High Light Egg Tester, 6 lbs. each.
- Standard Egg Tester, postpaid.
- Judging Stick, postpaid.
- Leg Bands, postpaid.
- Incubator Lamps, 2 lbs. each.
- Brooder Lamps, 2 lbs. each.

- Lamp Burners, postpaid.
- Blue Flame Gas Burners, postpaid.
- Tennessee Grinding Mill, 12 lbs. each.
- Porcelain Nest Eggs, 2 lbs. doz.

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- Model Toe Marker, postpaid.
- Caponizing Set, postpaid.
- Hand Spray Pump, 2 lbs. each.
- Atomist Hand Sprayer, 2 lbs. each.
- New Idea Spray Pump, 4 lbs. each.
- Lice Proof Roost Supports, 2 lbs. per pair.
- Egg Boxes for Hatching Eggs, 15-Egg, 1 lb. each.
30-Egg, 2 lbs. each.
- Spiral Colored Leg Bands, postpaid.

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- Disinfectant: 1 qt., 3 lbs. each;
½ gal., 6 lbs. each;
1 gal., 10 lbs. each.
- Roup Remedy, all sizes, postpaid.

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- Sulphur Candles, postpaid to any office for 15 cts. each.
- Lice Dust: 5 oz. package, 6 oz. each;
15 oz. package, 2 lbs. each;
48 oz. package, 4 lbs. each;
100 oz. package, 7 lbs. each.
- Napthalene Nest Eggs, price each, postpaid, 10 cts.
Weight per dozen, 2 lbs.
- Lice Spray: 1 qt. cans, 3 lbs. each;
½ gal. cans, 6 lbs. each;
1 gal. cans, 10 lbs. each.

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- Head Lice Ointment, postpaid.
- Scaly Leg Ointment, postpaid.
- Granulated Charcoal, per package, 3 lbs.
- Model Fly Driver: ½ gal. cans, 6 lbs. each.
1 gal. cans, 10 lbs. each.
- Salt Cat, 2 lbs. each.

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- Chicken-Pox Ointment, postpaid.
- Gape Remedy, postpaid.
- Cholera Remedy, postpaid.
- Homeopathic Poultry Remedies, postpaid.

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- Quic-Molt, 6 lbs. each.
- Egg-Maker, 3 lbs. each.

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- Nutrine Chick Salts, small size, 3 lbs. each;
large size, 6 lbs. each.

SPECIAL OFFER

On all orders for goods on this list amounting to \$2.00 or over we will allow one-quarter of the postage charge which you may deduct from the amount of your remittance.



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SUPERIOR POULTRY SUPPLIES